

April 19, 2010

**BIG MONEY AT STAKE FOR NEW ENGLAND OUTDOOR FURNACES
LATE MODEL LUCKY DOG LOOT PROGRAM AT CANAAN FAIR SPEEDWAY
GIANT WEEKLY BONUSES READY FOR LMS TEAMS**

The pot just got sweetened for the New England Outdoor Furnaces Late Model Lucky Dog Loot program at the Canaan Fair Speedway, located in Canaan, New Hampshire. New England Outdoor Furnaces, located on the Charlestown Road in Claremont, New Hampshire has just laid out a huge endorsement for the program, that being a special \$500 and \$1,000 Lucky Dog Loot bonus during the season.

The Lucky Dog Loot program will be unique as no one will know the winner each week until victory lane ceremonies. Here is how it works. All Late Model cars will be required to carry a New England Outdoor Furnaces decal across the top of their windshield, and Lucky Dog stickers on their front fenders. At the end of the race, the feature winner will draw a number out of the hat. The driver that finished in that position will win the Lucky Dog Loot which could either be cash, or valuable prizes. That driver will be brought to victory lane to receive his/her award. The average prize will be around \$250. There will also be Lucky Dog Loot awards for the fans as well as they will be eligible to win free tickets for a future event.

New England Outdoor Furnaces owner, Wes Smith has just upped the ante, as he has just added two giant Lucky Dog Jackpots. "I am overwhelmed with this program stated CFS General Manager, Dick Therrien. We had a great thing going, and now Wes announces that there are going to be \$500 Lucky Dog winner and also a \$1,000 Lucky Dog winner during the 2010 season. The nights will be picked at random so that it encourages race teams to want to be there all season long. Wes is a great supporter of the track, and this is a huge addition to his already strong commitment to the track!"

"This award is going to be a great bonus for the race teams, Smith stated. This incentive should be one that will be greatly appreciated by the race teams! Dick is doing a fantastic job of promoting Canaan Fair Speedway, and we feel investing money in the track is a great marketing opportunity for New England Outdoor Furnaces. We are extremely excited about the 2010 racing season at Canaan!"

Canaan Fair Speedway opens their 2010 racing season on Saturday, May 1st with the NAPA / Eastman Trophy All Star Car Show from 10am – 1pm, with practice to follow for all divisions. Canaan fair Speedways are located off Route 118 on Orange Road in Canaan, NH. To find out more on either the asphalt or dirt tracks, visit their websites at www.canaandirtspeedway.com, or www.canaanspeedways.com. You can also call the track hotline at 802-274-8823.