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FOR IMMEDIATE RELEASE

July 13, 2018

Inaugural Bell Helmets Brickyard Classic Set for July 24

INDIANAPOLIS - Bell Racing USA announced the details today for its inaugural Bell Helmets Brickyard Classic, a scramble-style golf outing to be held at Brickyard Crossing on July 24, which will benefit Riley Children's Hospital.

"We opened our Speedway Pro Shop in April, and the Indianapolis community has been very welcoming, so we wanted to find a way to give back," said Kyle Kietzmann, president of Bell Racing USA. "We are looking forward to having many local businesses in attendance on July 24 for a fun day that benefits a great cause."

The tournament is a four-player scramble, with each team made up of three registered players and one Bell Athlete. The cost to enter a three-person team is \$600 and includes a round of golf, cart rental, lunch, two drink tickets per player.

For an additional \$200, teams can purchase a "Super Ticket," which gives each player two mulligans and allows all four team members to compete in the day's side games: closest to the pin, longest drive and hole-in-one.

Following the tournament, there will be an awards ceremony and live auction at 1911 Grill on Main Street beginning at 2:30 p.m.

For additional details and to register, email Jacob Brown at jbrown@bellracing.com.

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About Bell Racing USA

Bell Racing Helmets is the world's leading manufacturer of state-of-the-art head protection designed for professional and amateur drivers competing in the sport of auto racing. The Bell name is synonymous with safety, innovation, performance and engineering excellence. Bell helmets have been worn and trusted by more champions, in all forms of racing, than any other brand. Further information about Bell Racing is available at www.bellracing.com.