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WAHOO'S BAJA SUPPORT RUN IV BIGGER AND BETTER FOR 2010

Unique Program Combines Corporate Focus to Aid Needy Mexican Children's Orphanage at SCORE Baja 1000 Off-Road Race

ORANGE COUNTY, CA – For the fourth year in a row, a team of charity-minded businesses and off-road racers have joined forces to create the “Wahoo’s Baja Support Run IV” at next week’s Tecate SCORE Baja 1000.

The unique effort donates much-needed food, supplies and support to the very deserving children’s orphanage. The orphanage is located just outside of Ensenada, Baja, Mexico, the seaside town located just a short drive south of downtown San Diego that has also served as the starting point for the legendary Tecate SCORE Baja 1000 and Baja 500 off-road races since 1967. The effort is scheduled to take place on Tuesday, November 16th beginning in downtown Ensenada followed by a special police escort and parade through the streets up to the orphanage itself.

At the core of the effort is a three truck team supported by Wahoo’s Fish Taco, Monster Energy Drink, Azunia Tequila and Blue C Advertising. This year’s line-up is anchored by the #13 General Tire Trophy-Truck driven by Ed Stout, Jay Manning and Jake Batulis, the #723 Azunia Tequila TrophyLite of Jim Riley and Rick Johnson, and the #601 Torchmate/Magnaflow/BFGoodrich Class 6 of JT Taylor, Marty Fiolka, Greg Jones and Mark Levrett.

Team Wahoo's will race the 43rd Anniversary of the historic Tecate SCORE Baja 1000 off-road race from November 17-19, 2010. The event, which attracts an international field of nearly 350 teams completing on a wild array of motorcycles, ATVs, trucks and open-wheel buggies, will race through massive crowds reaching nearly 300,000 on a rugged course that travels 1,065 miles from Ensenada down the Baja peninsula to La Paz.

This year, the group has revamped and revitalized the program to greatly expand its ability to aide the Rancho El Milagro Children's Home (www.ranchomilagro.org) children, staff and facility. For the first time, the Wahoo's Baja Support Run will include several additional teams and sponsors to the program, which will be announced later this week. The purpose? To generate additional supplies and to execute badly-needed construction and maintenance to the facility and grounds itself.

The Wahoo's Baja Support Run began in 2006 and was created by event founder Marty Fiolka and Blue C's Eric Morley. Originally designed with three race teams helping three charities, the program has now evolved into a single focused effort that supports a larger annual charity effort at the Tecate SCORE Baja 1000.

"Every year this event evolves and every year it just gets bigger and better," explained Morley. "The tradition of Baja racers giving back to this special peninsula is one that dates back as long as the SCORE Baja 1000 itself, so it's an honor for us to uphold this legacy via the "Wahoo's Baja Support Runs

"Wahoo's Fish Taco has always made it a point to give back to the communities we serve. In this case, it's both the off-road community and the community of Baja California that is the spiritual home of the Wahoo's brand," explained Wing Lam, founder of Wahoo's Fish Taco.

The 2010 Wahoo's Baja Support Run IV will enjoy extensive coverage via several Web-based videos being prepared by Jim Cook of Sinister Films, as well as magazine and radio coverage produced during the Support Run itself.

This year's Tecate SCORE Baja 1000 desert race will be televised on a delayed basis as a one-hour NBC Sports special for the seventh consecutive year, and is scheduled to include coverage of the Wahoo's Support Run efforts as well as its teams.

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