

FOR RELEASE  
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### **ROSE FESTIVAL ANNOUNCES NEW PROMOTER FOR ROSE CUP RACES**

Friends of PIR Join with SCCA and Cascade Sports Car Clubs to Take Over Operations in 2016

PORTLAND, Ore.- The Portland Rose Festival announced today that the public benefit non-profit -- Friends of Portland International Raceway (FOPIR) -- will assume oversight of the historical Rose Cup Races, starting in 2016. The Rose Cup Races, set for July 29 – 31, 2016 will still be a highlight Sanctioned Event on the Festival’s calendar of events. The Rose Festival will turn over operational controls to the group, made up of experienced racers and race management personnel from the Sports Car Club of America, the Cascade Sports Car Club and dedicated PIR volunteers.

“The Rose Cup Races have been a part of the Rose Festival since 1961, and continuing that tradition is very important,” said Jim Franzen, long time Race Chairman for the Rose Festival. “Looking ahead, the Rose Festival felt having FOPIR working with the local clubs would be best to position the Rose Cup Races for growth and highlighting PIR and motorsports in the Portland area and the greater Northwest.”

“Turning this historically significant racing event over to these dedicated professionals of FOPIR, will ensure the Rose Cup Races have the best opportunity for future growth and development,” said Jeff Curtis, CEO, Portland Rose Festival Foundation. “Although we are stepping back from the controls, the Portland Rose Festival will continue featuring the race as a prominent event. We know that the expertise and energy this group brings will grow the race in exciting new ways.”

FOPIR is a 501(c)(3) non-profit committed to the preservation and enhancement of Portland International Raceway (PIR) as a resource for those who use it, sustaining and expanding PIR's civic contribution as an institution in North Portland in a manner that assures its ongoing value as a venue for motorsports and other diverse forms of recreation and entertainment. The first step is for a Race Committee to be formed with event planning following quickly thereafter. More information regarding the 2016 Rose Cup Races is expected after the first of the year.

The Portland Rose Festival has made Portland, Oregon a better place to live and visit for 109 years. As Portland's Official Festival, The Rose Festival attracts over one million people to the Pacific Northwest every year. By sharing community pride, the Rose Festival provides Portland with fun and entertainment for all ages and generates more than \$70 million for the region's economy and local businesses.

The Rose Festival Foundation is a non-profit that serves the community by providing families with events and programs that promote the arts, education and volunteerism. We value environmental responsibility, cultural diversity, patriotism and our floral heritage.

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