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PRESS RELEASE

'Roary' and 'Big Chris' to Star at Brands Hatch in July

The stars of the Five and Nick Jr's hit pre-school TV show **Roary the Racing Car**® will be joining the drivers of the Lloyds TSB Insurance British F3 International Series and the Avon Tyres British GT Championship at Brands Hatch on Sunday 15th July.

'Roary' and 'Big Chris' will be making a special appearance during the event, with children of all ages able to have their photo taken with the characters and take part in a special treasure hunt, which will provide an interesting and fun way to provide information about the different aspects of motorsport.



With narration by racing legend Sir Stirling Moss and the vocal talents of Peter Kay as Big Chris the stop frame animation series, **Roary the Racing Car** has quickly become a big hit on Five's Milkshake! and Nick Jr..

SRO Partnership Manager Mike Grime said: "SRO has been a strong supporter of Roary from concept to reality, and is delighted to finally welcome the new star driver/team line-up of Roary and Big Chris to the British F3/GT paddock! Roary is a refreshing take on making motorsport entertaining and educational to young children. It's also a superb way of specifically appealing to the next generation of motorsport fans."

He continued, 'In addition to Roary's and Big Chris's busy on-event schedule, visitors will also get the chance to see Roary the Racing Car episodes on the Outdoor Interactive big screen

during the lunch break. We extend a warm invitation to motorsport and non-motorsport families to come and enjoy a fantastic day of motorsport entertainment for all ages and tastes.'

"Roary the Racing Car is such a unique and fresh concept that it can only help to encourage more children to become interested in motorsport," said Jonathan Palmer, Chief Executive of MotorSport Vision, the owners and operators of Brands Hatch. "I'm delighted that the main characters will be appearing at Brands Hatch and am sure that this will help to encourage a whole new generation of racing fans!

Greg Lynn, Managing Director and Executive Producer of Roary the Racing Car says: "We are delighted that Brands Hatch has invited Roary and Big Chris to appear at the Lloyds TSB Insurance British F3 International Series and the Avon Tyres British GT Championship at Brands Hatch on Sunday 15th July. Roary and Big Chris are really looking forward to watching the action and most importantly meeting their new fans."

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Notes for editors

For further information on Roary the Racing Car visit www.roarytheracingcar.com

For further information on the world's leading Formula 3 Series visit the championship website at www.britishf3international.com

For further information on the UK's foremost sportscar championship visit the website at www.britishgt.com

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Jeff Carter
Press & PR Manager
T: +44 (0) 1327 856024
M: +44 (0) 7799 404962
E: jeff@motion-works.co.uk

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