

Media Release

# SALMA



South Australian Late Model Association Inc.  
"The Greatest Show on Dirt"

## Late Models chase \$10,000 at Mildura



ABOVE : Victoria's Rod Edwards will be one of the racers chasing glory in the inaugural Cross Roads Holiday Park Mildura Easter \$10,000.

Photo by Paris Charles of [www.parischarles.webs.com](http://www.parischarles.webs.com)

It won't only be Hot Cross Buns on the menu at Mildura this Easter, it will also be hot Late Model action, as a strong field of 26 racers chase glory in the inaugural Cross Roads Holiday Park Mildura Easter \$10,000.

Billed as Australia's biggest paying Late Model race ever, the Cross Roads Holiday Park Mildura Easter \$10,000, to be held at The Edge Hotel Motel Timmis Speedway, will see three Rounds of Heats contested Good Friday April 6, with the remaining Round of Heats, a Pole Shuffle, B Main (if required) and the all-important 50 lap A Main on Sunday April 8.

Sanctioned by the South Australian Late Model Association (SALMA), the event is set to become one of the must-win races on the Australian Late Model Calendar.

“SALMA are really happy to be sanctioning such a high profile, high paying race” said SALMA President Mat Crimmins.

“The Late Model division continues to go ahead in leaps and bounds, and events like the Cross Roads Holiday Park Mildura Easter \$10,000 only raise the bar even higher”.

“Following the success of the Australian title held at Mildura back in January 2011 the wheels were set in motion to establish a brand new race to match the status of that event, and the Cross Roads Holiday Park Mildura Easter \$10,000 is the result”.

“I fully expect that this race will get bigger and bigger each year”.

Part of the appeal of this year’s race is that it is being held at a central location for most racers.

“It’s really great to once again be involved with The Edge Hotel Motel Timmis Speedway” Crimmins said.

“The track, and Mildura Speedway Drivers Club, has a long association with Late Model Racing. They really know how to promote and run a race meeting, as evidenced by last year’s National title”.

“Racers know that it is going to be a top quality show before they even nominate, which really is a big plus when you are organising a major race”.

The naming rights sponsor of the race was decided by a draw from amongst the Heat sponsors with the Cross Roads Holiday Park Mildura earning the privilege.

“The Cross Roads Holiday Park at Mildura has been very supportive of Late Model Racing for many years, so it’s great that they get to hold the naming rights for the inaugural event. It’s also a great place to stay if you are visiting Mildura!” stated Crimmins.

Other Heat sponsors are : Surfside Custom Systems, Guage Works, Signs On Para, J & J Ruston Engineering, UltraTune Morley (Oldfields), NDRA Inc, and Lake Eildon Houseboat & Sales.

50 lap sponsors have been secured for the A Main : 1. Metro Tow 2. Christies Beach Auto Centre 3. Surfside Custom Systems 4. NDRA Inc. 5. Raymond Family Motorsport 6. Surfside Custom Systems 7. Guage Works 8. Guage Works 9. 900 10. Crimmins Racing 11. Universal Metal Cleaners 12. J & J Ruston Engineering 13. J & J Ruston Engineering 14. KLM Engineering 15. Signs On Para 16. Cross Roads Holiday Park Mildura 17. Cross Roads Holiday Park Mildura 18. Lonsdale Competition Tyres 19. Lake Eildon Houseboat & Sales 20. Lake Eildon Houseboat & Sales 21. Ronnoc Transport 22. CBS Bins 23. Scotcher Race Fuels & Oils 24. John Williams 25. Signs On Para 26. Scotcher Race Fuels & Oils 27. Universal Metal

Cleaners 28. AAA Mortgage Solutions 29. Hoolagators 30. NDRA Inc 31. Signs On Para 32. Signs On Para 33. UltraTune Morley 34. Steve Smith 35. UltraTune Morley 36. S McLay Mechanical 37. ozlatemodel.com 38. NDRA Inc 39. Ronnoc Transport 40. CBS Bins 41. Mildura Speedway 42. Mildura Speedway 43. Cross Roads Holiday Park Mildura 44. Hytek Concrete Australia 45. Hytek Concrete Australia 46. Hytek Concrete Australia 47. Hytek Concrete Australia 48. Hytek Concrete Australia 49. Gardner Bearings 50. Hills Rural Contracting

SALMA and the Mildura Speedway Drivers Club are also organising several social and publicity functions as part of the Cross Roads Holiday Park Mildura Easter \$10,000.

A social night will be held at the track Saturday April 7 commencing at 6pm. A Spit Roast will be available at \$10 a plate. Drinks will also be available at the Bar. Anyone is welcome to attend, including Modified Production Sedan drivers and crews, and spectators.

There will be a display of cars in 8<sup>th</sup> Street and the Mall on Friday morning April 7 from 9am.

A short practice session will be held on Thursday evening (April 5) following Modified Production Sedan practice, while tyres will be available from the American Tire & Racing Services truck.

A media release detailing the full nomination list for the Cross Roads Holiday Park Mildura Easter \$10,000 will be available in the next few days.

For the latest news on the Cross Roads Holiday Park Mildura Easter \$10,000 visit [www.salma.com.au](http://www.salma.com.au)

Go to [www.milduraspeedway.com](http://www.milduraspeedway.com) for all the latest news from The Edge Hotel Motel Timmis Speedway.

*Ends Release*

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