



## Quarter Mile Foundation expands SEMA Show presence for 2010

***For Immediate Release***

**Contact: Traci Hrudka**  
**Quarter Mile Foundation**  
**Phone: 440.888.0088**  
**[hrudka@sbcglobal.net](mailto:hrudka@sbcglobal.net) (or)**

**Steve Cole**  
**WRITEWords**  
**Phone: 330.725.5462**  
**[scole@4writewords.com](mailto:scole@4writewords.com)**

**Parma Heights, Ohio (July 28, 2010)** – The Quarter Mile Foundation producers of the expansive PROJECT 1320 documentary film series about the birth and growth of drag racing and the performance automotive aftermarket has announced it will have a greatly expanded presence at the 2010 SEMA Show.

Held in Las Vegas, Nev. at the Las Vegas Convention Center from Tuesday, November 2 through Friday, November 5, the SEMA Show is the world's largest performance automotive trade show, drawing exhibitors and attendees from across the globe.

"We had a very successful week during the 2009 Show," stated Traci Hrudka, Chairman of the Quarter Mile Foundation. "The 2009 Show allowed PROJECT 1320 to interact with many attendees and exhibitors. We were able to provide these people with a greater understanding of the objectives of PROJECT 1320 and the urgency of getting the oral histories of the pioneers and legends of drag racing and the performance aftermarket recorded on film before it is too late.

"We will be building upon the momentum gained since last year's Show, and what has occurred in the intervening months. This year, we'll have a larger booth. We'll have special autograph sessions on Tuesday through Thursday with several legends at the booth. At this point, we have confirmed Joe Hrudka, Joe Amato, Lori Johns and Linda Vaughn will be signing autographs, and we are finalizing details for others. Most importantly, we will be interviewing several of the key legends at a location just off the show floor. Additionally, there will be other announcements in the weeks leading up to the Show."

The Quarter Mile Foundation/PROJECT 1320 will be in or around the Racing & Performance section of the Central Hall area. An exact booth location will come in further announcements.

Quarter Mile Foundation will be supplying additional details about the autograph sessions, and the appearance times/dates of the legends when the schedule becomes finalized.

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Harry Hibler Steve Cole  
Carl Olson Steve Gibbs  
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