



DRAG RACING HISTORY
TOLD BY THE PEOPLE WHO MADE IT HAPPEN

Quarter Mile Foundation joins eBay Giving Works program

For Immediate Release

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Parma Heights, Ohio (July 28, 2010) – Traci Hrudka, Chairman of the Quarter Mile Foundation (QMF) announced today the Foundation had been accepted to participate in the acclaimed eBay charitable program, **eBay Giving Works**.

“The Foundation became aware of eBay’s Giving Works program very recently,” noted Ms. Hrudka. “We investigated the way the Giving Works program is structured and determined it was ideal for us. So many individuals in the drag racing and performance enthusiast collectibles marketplace use eBay, accessing this venue seemed ideal. Additionally, more companies are using eBay’s Direct Seller retail ‘stores’ to merchandise and market their products.

“The Foundation was evaluated by Mission Fish, an independent, non-profit screening organization, and after they were satisfied we met their standards, the Quarter Mile Foundation was accepted to be a participant in the eBay Giving Works program.”

The eBay Giving Works donation program provides several options. The program allows participating sellers to list their items and mark it with the Blue & Yellow ribbon, by selecting the option to pick a non-for-profit, that shows buyers a portion of the proceeds from 10 to 100 percent of the final selling price will go support the Quarter Mile Foundation and its’ Project 1320 documentary film series.

Buyers who are interested in supporting sellers who support QMF and PROJECT 1320 can use the “Advanced Search Option” at the top of every eBay page. Shoppers also can donate to the Quarter Mile Foundation at eBay checkout, or they can use their *PayPal* account to make a cash donation to the Foundation.

The Quarter Mile Foundation has a Direct Seller presence on eBay, where the Foundation will market its line of merchandise, as well as its “Friends of PROJECT 1320” and “Brotherhood of the Quarter Mile” programs as well as other collectibles donated by individuals to further help the

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foundation fulfill its mission. The Foundation would like to encourage others that have items they wish to donate to either use eBay directly or can send it to the Quarter Mile Foundation and the item will be auctioned on the foundation's direct seller page.

"The eBay Giving Works program offers a number of benefits to not-for-profit foundations," said Ms. Hrudka. "In addition to the opportunities for the Foundation to work with sellers who wish to share their sales proceeds, as well as the opportunity to be a 'Direct Seller,' there are areas where eBay advises not-for-profits on other opportunities to build awareness and increase participation.

"We also see the participation in the Giving Works program as an opportunity to expand our visibility to many of the sellers, buyers and visitors to eBay. We will be able to link visitors to the PROJECT 1320 website (www.project1320.com) to the sellers in the eBay Giving Works section.

"We see our participation in the eBay experience as a great place to build support and awareness for the PROJECT 1320 documentary series on our sport and our industry."

For more details on how you can become involved in this program, please feel free to contact Traci Hrudka (Hrudka@sbcgloabl.net) or Steve Cole (scole@4writewords.com).

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