



ALL THE DIRT (March 2012)

ALL THE DIRT

MARCH 2012

UPCOMING

EVENTS

March 10

Swap & Shop

9am—2pm

Practice

2pm—5pm

March 17

Practice

2pm—5pm

March 31

Season Opener

Spring Fling 40

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SWAP & SHOP SET FOR MARCH 10th

Senolia Raceway will kick off the 2012 season with a motorsports Swap & Shop on Saturday, March 10. This is an excellent opportunity for racers to clean out their shop while possibly picking up some good deals on items they need for the new racing season.

Senolia Raceway officials are expecting a good turnout of items to buy, sell and trade including a couple of race cars, transmissions, engines, wheels, shocks, tools, sheet metal and used tires.

Vendor spaces are only \$20 each and will be available on a first come, first serve basis starting at 8am. The gates open to the public at 9am. General admission is only \$3.



SWAP & SHOP Saturday, March 10



BUY, SELL OR TRADE

Clean out the race shop!

Engines—Transmissions
Suspension—Wheels
Body Parts—Sheet Metal
Race Cars & Trailers
Tools & Tool Boxes

FREE BENCH RACING!

\$20—Vendor Space
(truck and trailer)

\$3—General Admission

Vendor Set-Up—8am
Gates Open—9am

Everyone is Invited!!!

SENOIA RACEWAY
5 miles west of Senoia on GA Hwy 16
www.newseniolaraceway.com

770-599-6161

Georgia's Racing Garage Sale!

PRACTICE SLATED FOR MARCH 10

The first open practice for the 2012 season is slated for Saturday, March 10th. The track will be open for testing after the conclusion of the Swap & Shop. Interested competitors can come out and test the new track configuration from 2pm until 5pm.

Hot laps will be run with cars separated by division. Each class will receive plenty of practice laps with officials rotating track time for the entire three hours.

Drivers planning to run the season will also have the

opportunity to complete their membership forms and reserve pit spaces for the season.

There are only two practice nights on the schedule before the Season Opener. Drivers should plan on attending March 10 or 17 to practice.



General Admission

Adults—\$12

Kids (6-12) - \$5

5 & under—FREE

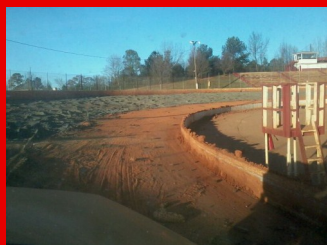
Pit Area Admission

Adults—\$25

Kids (6-12) - \$12

5 & under—FREE

Trackside Parking is available!



Season Opener—March 31st

The 2012 racing season will officially open for Senoia Raceway on Saturday, March 31st. The much anticipated opening night will feature racing in all five of the weekly divisions for this year. The Jodeco Auto Sales Late Models division, Summit Racing Equipment Hobby Stocks, B-Cadets, Mini Stocks and Bombers will have a full slate of racing on Saturday, March 31st.

The pit gates will open at 5pm for the drivers to

get in, settle into their pit area and begin preparing for the first night of competition. Pit pass prices are listed in the left hand side bar.

Grandstand gates will open at 6pm (prices also listed to left). Hot laps are slated to begin around 7pm with the 2012 opening ceremonies and racing set to crank up at 8pm.

The Jodeco Auto Sales Late Models will feature the second annual Spring Fling

40 with the winning driver pocketing \$1500. More information on the Spring Fling 40 is listed in the article below.

The B Cadets will run a 20-lap main. The Summit Racing Equipment Hobby Stocks will compete in a 20-lap feature while the Mini Stocks and Bombers will tear it up in 15-lap races. Qualifying will depend on car counts in each division. Any class with 12 or more cars will run qualifying heat races prior to their main.

SPRING FLING 40—Late Model Special

Defending Spring Fling 40 champion Lavon Sparks is ready to come back to the track where he enjoyed so much success last year. The Phenix City, Alabama, driver started off the 2011 season with a win in the Spring Fling at Senoia Raceway and used that as a spring board to a championship run at the 3/8ths mile bull ring. Sparks outlasted 'Racin' Jason Williams in one of the closest point's races in Senoia Raceway track history.

He edged out Williams on the final night of the season last year.

Sparks has already been hitting the southeastern short tracks this year, but has not fared very well. He struggled in recent super late model events in Alabama, Georgia and Florida making a return visit to Senoia Raceway a welcomed date on his calendar.

Sparks is expected to have plenty of competition on

Saturday, March 31st. Senoia's Joe Armistead, Jr., has his ride ready for a run at the dough. Kenny Collins has also shown interest in running the event. Plus, Williams, Glenn Morris and other 2011 regulars are expected for the big race.

Drivers will have two opportunities to test the track on March 10 and 17.

The Spring Fling 40 will pay \$1500 to the feature winner. Pits open at 5pm.

Track Project Completed

It was two years ago that Tim and Tony Moses reopened Senoia Raceway's three-eighths mile speed plant with a newly applied layer of clay. The excitement has not waned over the last 24 months.

This year they decid-

ed to take up the old asphalt surface that was in place under the layer of clay.

"We had several issues over the past couple of seasons trying to keep moisture in the clay surface," explained Tim Moses. "The clay

was only a foot to foot and a half deep and the racing would dry out the surface quickly."

The end result will allow for the track to remain tacky and more racy. The unnatural asphalt barrier will allow moisture penetration.

2012 Event Schedule

- 10-Mar Senoia Raceway Pre-Season 'Swap & Shop' (9am—3pm) & Open Practice (2pm—5pm)
- 17-Mar Senoia Raceway Open Practice (2pm—5pm)
- 24-Mar Rain Date for Open Practice
- 31-Mar Season Opener' Late Model Spring Fling 40 (LM, BC, HS, MS, BMR)
\$1500 to win Late Model feature race
- 7-Apr Kid's Easter Egg Hunt (LM, BC, HS, MS, BMR, BZ)
- 14-Apr Season Points Opener (LM, BC, HS, MS, BMR) Points opens for ALL weekly divisions
- 21-Apr Kid's Rides in the Race Cars (LM, BC, HS, MS, BMR)
- 28-Apr Lucky Ladies Night—ALL LADIES ADMITTED INTO GRANDSTAND FOR ONLY FIVE BUCKS!!! (LM, BC, HS, MS, BMR, BZ)
- 5-May Cinco De Mayo Special (LM, BC, HS, MS, BMR) Pinata Pounding for the Kids & Tacos at the concession stand!!!
- 12-May Mother's Day Special—FREE Flower for all moms!!! (LM, BC, HS, MS, BMR)
- 19-May Jewel Series - Emerald Race (LM, BC, HS, MS, BMR, BZ)
- 26-May FIREWORKS to celebrate Memorial Day weekend (LM, BC, HS, MS, BMR)
- 2-Jun Summer Break-Out with Mini Stock 30 Special (LM, BC, HS, MS, BMR, BZ)
- 9-Jun Waterless Boat Race II (LM, BC, HS, MS, BMR) Cars pulling boats around the track with no trailers! TOTAL DESTRUCTION!!!
- 16-Jun Father's Day & Kids Candy Scramble (LM, BC, HS, MS, BMR, BZ)
- 23-Jun Summit Racing Equipment Summer Sizzler (LM, BC, HS, MS, BMR) Special event for the Hobby Stock division
- 30-Jun Kids Rides in the Race Cars (LM, BC, HS, MS, BMR, BZ)
- 7-Jul FIREWORKS—One more 4th of July shot for the kids!!! (LM, BC, HS, MS, BMR, BZ)
- 14-Jul Jewel Series - Ruby Race (LM, BC, HS, MS, BMR, BZ)
- 21-Jul Kids Bicycle Races (LM, BC, HS, MS, BMR)
- 28-Jul Dog Days of Summer (LM, BC, HS, MS, BMR, BZ) Special event for the B Cadet division
- 4-Aug Back to School Bash - Demo Derby (LM, BC, HS, MS, BMR) 4 cyl/6 cyl front wheel drive demo derby! Rules on website!
- 11-Aug Kids Rides in the Race Cars (LM, BC, HS, MS, BMR, BZ)
- 17-Aug USCS Senoia Summer Nationals (SC, LM, BC, HS, MS, BMR)
- 18-Aug USCS Senoia Summer Nationals (SC, LM, BC, HS, MS, BMR)
- 25-Aug Kids Box Car Races & Fireworks (LM, BC, HS, MS, BMR, BZ)
- 1-Sep NO RACING
- 8-Sep Jewel Series - Diamond Race (LM, BC, HS, MS, BMR, BZ)
- 15-Sep Buck Night - Food (some) & Soft Drinks - \$1 (LM, BC, HS, MS, BMR)
- 22-Sep Season Championships & Kids Rides in the Race Cars (LM, BC, HS, MS, BMR, BZ)



Blake Griffin is ready for a full campaign in 2012. The Grantville driver picked up three feature victories last season including the Dog Days of Summer 30 win in July. He will be one of the drivers to watch in the B Cadet division this year!



New Track Website Launched

Senovia Raceway introduced a new logo in early January and now the 2012 transformation continues with the launch of a newly designed, state-of-the-art website. Clint Doll and Firethorn Marketing have designed and developed the new website (available at senoviaraceway.com) that will feature more information and photos. New features will allow fans, drivers and crew members better interaction with the raceway with added video and audio tracks. Drivers will also have access to create their own information pages that are linked directly into the website.

The new design will also allow raceway officials to update the site in a more timely manner. Weekly results, photos, video, audio and updated point standings should be available within a few hours of races being completed. Fans will find the new website easier to navigate and filled with information they have wanted in the past.

Firethorn Marketing has built websites for many of the nation's top short tracks and president Clint Doll is also the owner of the very popular 4m.net website catering to dirt racing fans with information, web links and fan forums.

Valuable E-Mail Fan Coupons



FREE KIDS TICKET

Ticket good for children ages five through twelve grandstand admission on Saturday, April 7, 2012. Not valid with any other offer. One coupon per child. No cash value.



FREE SODA w/PURCHASE

Free 16 oz. fountain drink with concession purchase (\$5 or more) on Saturday, April 21, 2012. Not valid with any other offer. One coupon per person. No cash value.