

Media Advisory – Aug. 6, 2010

Contact: Christopher Schwarzen

Office: 425-388-3883

Email: Christopher.Schwarzen@snoco.org

County selects High Road Promotions to manage speedway

Following a competitive bid process, Snohomish County has chosen High Road Promotions to manage, operate and maintain the Evergreen Speedway at Snohomish County's Evergreen State Fairgrounds.

Snohomish County Parks has entered into contract negotiations with the group that also operates the Skagit Speedway in Burlington. High Road Promotions has been recognized in the past for its enthusiasm, commitment to the community, regional approach to motorsports and respect within the racing community.

The County's goals for the Speedway include expanding the variety of motorsports at the venue as well as the promotion of non-racing events to make the venue a year-round attraction.

"The Speedway at the Evergreen State Fairgrounds is a valuable asset to Snohomish County," said Snohomish County Executive Aaron Reardon. "We are looking for new ways to use the facility that will translate into economic growth for this county and its local cities."

As part of its bid, High Road Promotions has offered to improve the racetrack and grandstand at the Speedway by upgrading the 3/8-mile track, replacing the sound system and lighting, constructing private luxury suites, upgrading restrooms, replacing the track scoreboard and completing a major clean-up and painting of the facilities.

Contract negotiations are expected to be completed within the next 30 days so that High Road Promotions can take control of the venue this fall.

For more information, contact Parks Director Tom Teigen at 425-388-6600 or tom.teigen@snoco.org.



Snohomish County Parks & Recreation

www.snocoparks.org