



## Taking Orders for Eighth Annual Prelude To The Dream

### *Fans Can Order All-Star Event on Pay-Per-View Beginning Today!*

ROSSBURG, Ohio (June 1, 2012) – If you can't make the drive to Eldora Speedway in Rossburg, Ohio, on Wednesday, June 6 to see the eighth annual Prelude To The Dream in person, don't worry. **Beginning today**, race fans across the nation will have their first opportunity to **order the charity all-star race on pay-per-view**.

The event will feature stars from the NASCAR Sprint Cup Series, NASCAR Nationwide Series, NASCAR Camping World Truck Series, the IZOD IndyCar Series, the NHRA Full Throttle Drag Racing Series and the World of Outlaws Sprint Car Series. All will join two-time NASCAR Sprint Cup Series champion Tony Stewart in piloting 2,300-pound dirt Late Model stock cars capable of putting out more than 800 horsepower around Eldora's half-mile oval.

**HBO Pay-Per-View® will present the event LIVE in high-definition to the entire nation. Net proceeds from the telecast will support Feed The Children**, a U.S.-based charity that domestically has helped more than 365,000 families since 2009 through its Americans Feeding Americans Caravan.

The 2012 edition of the Prelude To The Dream includes hot laps, qualifying, heat races and a **40-lap feature with double-file "shootout style" restarts**. It is One Perfect Night.

**Tony Kanaan** of the IZOD IndyCar Series will again compete against **Danica Patrick**, who in 2012 has made the full transition from IndyCar to NASCAR. They'll rub fenders with straight-liners **Ron Capps** and **Cruz Pedregon** of the NHRA Full Throttle Drag Racing Series. Dirt regulars **Steve Kinser** and **Donny Schatz**, who have collectively won 24 World of Outlaws championships, will race for the first time in dirt Late Models. All will join NASCAR stars such as **Stewart**, **Jimmie Johnson**, **Clint Bowyer**, **Ryan Newman**, **Kasey Kahne**, **Bobby Labonte**, **Aric Almirola** and many others, including a band of brothers: **the Busch brothers – Kurt and Kyle – and the Dillon brothers – Austin and Ty**.

For the top-10 finishers in the Prelude To The Dream, Feed The Children will send a food truck to each driver's hometown or city of their choice.

#### **HOW TO ORDER:**

- The live, commercial-free broadcast will begin at **8 p.m. EDT (5 p.m. PDT)** with an immediate replay following.
- All that is necessary to order the event is a digital cable box or satellite service. **You do not need HBO to order.**
- The suggested retail price is \$24.95. **Ordering information and up-to-the minute racing information is available at either [www.PreludeToTheDream.org](http://www.PreludeToTheDream.org) or [www.HBO.com](http://www.HBO.com).**
- Updates can also be found on Twitter at [@PreludetoDream](https://twitter.com/PreludetoDream) and follow the hashtag [#OnePerfectNight](https://twitter.com/OnePerfectNight), or become a fan on Facebook at [www.facebook.com/PreludetoDream](https://www.facebook.com/PreludetoDream).
- If you have Cable, Verizon FiOS, AT&T U-verse, DIRECTV or DISH, **fans can order the Prelude To The Dream beginning today.**
- The following are step-by-step instructions to help place an order for the Prelude To The Dream on Pay-Per-View:
  - Ø **Cable, AT&T U-verse and Verizon FiOS Customers:** All that is necessary to order the event is a digital cable box on your TV. If you are not sure about the kind of box you have, contact your cable company and ask if you have a digital cable box that gets Pay-Per-View (PPV). Once you know you have a digital cable box, scroll through the Pay-Per-View channels on your electronic program guide for Wednesday, June 6 at 8 p.m. ET, and look for **"Auto Racing: Prelude to the Dream."** Once you see the entry, click it and follow the on-screen instructions to order. If your cable system does not accept orders from your remote control, contact a customer service representative either the day before or the day of the race. Make sure you tell the representative that you are looking to order **"Auto Racing: Prelude to the Dream."** Some cable systems have a short window available to order Pay-Per-View events. The more specific you are with the customer service representative, the easier it will be to place your order.
  - Ø **DIRECTV Customers:** All DIRECTV customers can order now. You can find the event on **Channel 123 HD or Channel 124**. Go to the programming guide for those channels for Wednesday, June 6 at 8 p.m. ET, and look for **"Prelude to the Dream."** Once you see the entry, click the event and follow the on-screen instructions to order. Or you can **order online at [directv.com/events](http://directv.com/events) or text EVENT to 223322**. Standard data and messaging rates may apply in accordance with your wireless carrier.
  - Ø **DISH Network Customers:** All DISH Network customers can order the event now by going to **Channel 473 or Channel 474 HD**. Follow the on-screen instructions to order. On Wednesday, June 6, the event will be shown on Channel 455 or Channel 468 HD.
- If any problems are encountered during ordering, contact a customer service representative anytime on Wednesday, June 6 to make sure the order is processed and the race can be viewed. **Once it is ordered, sit back and enjoy the ride.**

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#### **For More Information, Contact:**

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