



FOR IMMEDIATE RELEASE

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Formula Car Racer Speeds to Spread Awareness of ChildFund Mission

Richmond, Va. – Oct. 15, 2012 – ChildFund International, has partnered with Pete Olson, an American Formula car racer competing in China for the Asia Formula Renault Series, to spread the awareness of ChildFund’s mission in a speedy way.

Olson’s “Racing for Children” campaign increases the visibility of the organization by displaying the ChildFund International logo on Olson’s car during televised races. Olson sponsors a young girl in Vietnam, and has used his platform as an invitation to all of his fans to sponsor a child. Olson, who was adopted into a loving family, credits his own success to their support and saw sponsorship as a way to share his good fortune.

Olson aspires this year to be the first American to win the series, but knows this is much bigger than winning. “I’ve stopped keeping track of the wins,” he says. “No matter what’s going on in my own life, I know without a doubt that in another part of the world I am bringing joy and happiness to a child in need, enriching their life and providing them with opportunities they wouldn’t otherwise have.”

Are you a racing fan? Catch Pete Olson’s races Oct. 20-21 and Dec. 8-9. To learn more about sponsoring a child, speed over to the ChildFund [website](#).



ChildFund International is a global child development and protection agency serving more than 13.5 million children and their family members in 31 countries. For more than 70 years, we have helped the world's deprived, excluded and vulnerable children survive and thrive to reach their full potential and become leaders of enduring change. As a member of ChildFund Alliance we create supportive environments in which children can flourish. [To sponsor a child in need, visit the ChildFund website.](#)

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