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FOR IMMEDIATE RELEASE
DAYTONA BEACH

LOCAL FILM TAKES RACING BACK TO THE BEACH

Cinematique, in cooperation with the Motor Racing Heritage Association and the Creative Happiness Institute, will help Daytona Beach restore the original spirit of racing on Sunday, June 30, 2013. At 2 p.m., Virgil Taylor, a member of the MRHA, will screen his documentary, “The Great Sand Speedway,” which chronicles the start of American auto racing, in 1903.

The film actually corrects information that still persists about the start of auto racing and records that have been set. Under a picture of Sir Malcolm Campbell at the International Speed Way, for instance, there is arguably a misstatement about the 300 mph beach speed record supposedly set in Daytona. Mr. Taylor corrects the facts on that record and other beach racing myths and legends.

Mr. Taylor, a central Florida native, had an early love of autos and racing, and has spent his life not just around cars, but as a photographer and documentary film maker. He was a photographer for NASCAR from 1982 to 2005. In the process of making six other documentaries about the area’s history, he took a particular interest in early racing.

“I became aware of and accumulated material on a subject I found very interesting, beach racing from 1903-1935,” he explains. “Everyone knows about NASCAR. I found the drivers—Campbell, Segrave, Lockhart, Mariott—and their cars— The Rocket, Mystery S, Golden Arrow, Bluebird— much more interesting, and unappreciated.”

Joining Mr. Taylor will be some of racing’s own local racing celebrities who will tell a story or two of their own and also sign autographs for racing fans. Dr. David B. Axelrod, author of *The SPEED Way*, the only book of poems on NASCAR and “Growing Up Around Cars and Racing,” will read his pieces about the old timers who raced. He is celebrating the release of the second edition of his book.

The Creative Happiness Institute has coordinated the event as a lead-off for the week of the Coke Zero 400. The event is open to the public for an admission charge of \$5. For more information, contact Cinematique, located at 242 South Beach Street, Daytona Beach, FL, 386-252-3118, or email Dr. Axelrod at axelrodthepoet@yahoo.com.