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National snowmobile series finale to run in Hayward this March

Over \$50,000 is on the line for professional racers come March 1 & 2, 2008

Albertville, MN (December 2007) - Over 200 professional snowmobile racers are expected to make the trek to Hayward, WI the weekend of March 2 & 3 for the grand finale of Sled Head 24/7's *AMSOIL Triple Crown*.

With the cash purse and end of the season point payouts on the line, more than \$50,000 will be handed out for this event brought together by the Hayward Area Chamber of Commerce, the LCO Casino Lodge & Convention Center, the Hayward Lakes Visitors & Convention Bureau, the State of Wisconsin Department of Tourism and many Hayward Area snowmobile associations.

Sled Head 24/7's *AMSOIL Triple Crown* features the nation's fastest cross-country racers in high-flying, spectator friendly, head-to-head racing action. The other events in this year's *AMSOIL Triple Crown* are featured at the legendary Brainerd International Raceway in Brainerd, MN and on Mille Lacs Lake in Garrison, MN.

The Saturday and Sunday event will be taking place at the LCO Casino on the adapted motor-cross track used for bike racing in the summer. The natural bowl of the property sets the spectator viewing up perfectly for enjoying the entire race from an elevated position.

"With Hayward's long standing reputation as a wonderful snowmobile community, partnering with this race will not only excite the local recreational riders, but also be the closest thing we can have to a NASCAR style event," said Hayward Area Chamber of Commerce executive director Kevin Ruetten and LCO Casino Marketing Manager Randy Cadotte in a released statement.

In addition to the national snowmobile race and weekend festival events surrounding it, the *Hayward Area Chamber of Commerce 300 presented by the LCO Casino* will receive national coverage on Sled Head 24/7's syndicated television show.

"The snowmobile manufacturers and racers told us they want to go to Hayward for an event and they see the tremendous long term potential for this event, we couldn't be more excited about how Kevin, Randy and the rest of the community are embracing this race," said Sled Head 24/7 founder John Daniels.

More details will continue to follow about the weekend's festivities including musical entertainment, special events for kids and their families, additional race activities and racer information.

If you are looking for more about the event as a racer, spectator or fan you can visit usccracing.com or sledhead24-7.com.

About Hayward, WI: The Hayward Area is a wonderful place to live and visit. With thousands of acres of forest land and hundreds of lakes, you don't have to look far to find an endless supply of outdoor fun and Northwood's beauty. This vibrant community has strong academic and sports programs, state-of-the-art education and medical facilities, a wealth of family resources, and a growing business community.

*About Sled Head 24/7: Sled Head 24/7 is part of the Long Haul Production group of sports and entertainment properties. Sled Head 24/7 launched three years ago as a syndicated television show and is now carried across the snowbelt and available nationally on cable, satellite and broadcast stations and the home of the *AMSOIL Triple Crown* racing series.*