

- PRESS
- Press Releases

## Lime Rock Park Joins Drive to End Hunger, Names AARP Foundation as its 2014 Charity

NASCAR's Jeff Gordon, AARP Foundation and Lime Rock together help the fight against older adult hunger

LAKEVILLE, Conn. (April 1) – Lime Rock Park today announced its selection of AARP Foundation as its 2014 official charity to support Drive to End Hunger, a multi-year initiative to fight the risk of hunger for Americans age 50+.

Nearly 9 million Americans age 50+ are at risk for hunger every day – a 79 percent increase in just 10 years. Drive to End Hunger is AARP Foundation's multi-pronged approach to solve this problem; it works to combat hunger among people 50 and older through raising awareness – especially through its relationship with Jeff Gordon, four-time NASCAR Cup Series champion and driver of the No. 24 Drive to End Hunger Chevrolet SS for Hendrick Motorsports – as well as building philanthropic support and developing long-term, sustainable solutions.

Lime Rock Park President Skip Barber announced “a very ambitious, yet reachable goal” of raising \$96,000 – \$24,000 for each of Gordon's four NASCAR Sprint Cup Series championships. In the coming weeks, Lime Rock Park and AARP Foundation will release information on exciting events and opportunities for Lime Rock fans to get involved and help reach the goal.

“Too many Americans struggle to put food on the table every day across the country and right here in Lime Rock Park's tri-state community,” said Lisa Marsh Ryerson, AARP Foundation president. “We are proud and honored to be working with Lime Rock Park for the 2014 season and will keep working to achieve the real possibility of giving people the freedom from worrying about where their next meal might come from.”

“In a country as great as ours, no older person should go hungry. That's why I'm working with AARP Foundation, because this is a problem we can solve,” Gordon, four-time NASCAR Cup Series champion, says. “While I haven't been to Lime Rock Park yet, but I'm sure their fans and that community will join me in supporting this great cause. I'm very excited about this partnership and what our combined efforts can do to help those in need.”

Barber said, “Jeff and the Drive to End Hunger team have been fantastic to work with. We're really looking forward to launching this effort. Did you know he's one of my ‘star pupils’? In 1990, already a sprint car star in the Midwest, Jeff did the Skip Barber Three Day School at Road America. The three instructors all told me that Jeff was humble, attentive – and instantly lightning quick. They had never seen anyone so precise, so able to take feedback and immediately and repeatedly apply it.

“Well, now it's our turn to be fast for him. I want to reach Lime Rock's goal before the year is out.”

Check back at [www.LimeRock.com](http://www.LimeRock.com) for updates on this season's activities with Drive to End Hunger. To learn more, please visit [www.DriveToEndHunger.org](http://www.DriveToEndHunger.org) or follow [@Drive2EndHunger](https://twitter.com/Drive2EndHunger) on Twitter.

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### **About Lime Rock Park**

*Lime Rock Park, listed on the National Register of Historic Places, has been “New England's Road Racing Home” since its opening in 1957. It is a 7-turn, 1.5-mile road racing circuit in Connecticut's famous Northwest Corner and holds FIA-listed national and international road racing events, driving schools, track days, corporate events and private functions. The venue is owned by Skip Barber, founder of the renowned Skip Barber Racing School. Learn more at [www.limerock.com](http://www.limerock.com)*

### **About AARP Foundation**

*AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is AARP's*

*affiliated charity. Learn more at [www.aarpfoundation.org](http://www.aarpfoundation.org)*

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