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LATICRETE Race Car Driver Hosts Impressive Fundraiser for 2011 Season



May 5, 2011: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsors the No. 9 car for driver Joey Ternullo in the summer long Wacky N' Wild point series at the Waterford Speedbowl in Connecticut. To offset the high costs of participating in motor sports, Ternullo, just 12, hosted his very own fundraiser this April on a Friday night at the Italian Society in Middletown, CT, where he resides.

Impressively, using raffle tickets to area businesses and more, the seventh-grade St. Mary's student raised over \$5,000 to add to his LATICRETE sponsorship for the upcoming 2011 season. In front of a large gathering of 200 racing fans, tile contractors, local business owners, friends and family, Ternullo also took to the podium and thanked everyone for their generous support including LATICRETE, his top sponsor for this summers point series championship.

With his 750 pound race car at his side, Ternullo took center stage with uncommon ease for his age and used over 50 different raffle items to entice the crowd, including gift certificates to local restaurants, salons and gas stations. The hugely succesful fundraising event for Ternullo will be a major advantage for the summer-long series now with a great headstart in the financial side of the sport, funds he will use to help offset the cost of gas, parts, tires and also, the unexpected costs of repairs that he likely will incur during the season.



“Joey stood up and gave a speech in front of the entire room and thanked LATICRETE for being his top sponsor,” said his proud mother, Jennifer Ternullo. “It meant a lot to us that so many people were willing to come out and be there to support him. He’s very excited about this season and has set his goals very high. We’re excited for the season as well, but as his parents we’ll always be very proud of him no matter what.”

It’s been a busy offseason for Ternullo, filled with autograph sessions and three-day exhibits, including the 52nd Annual Frank Maratta Auto & Cycle Show in January. With another year of experience and a full offseason dedicated to preparation and fund raising, Ternullo should have what it takes to make a serious run at the championships.

Last season, his first in the LATICRETE car in the Bandolero Division for the popular Wednesday night event, Ternullo experienced his first career win but also faced his first major setback. As he surged up the ranks to as high as fourth-place by mid-August disaster soon struck. Ternullo flipped his car in the August 18, 2010 race and it perhaps cost him the season. With extensive damage to his No. 9 car, Ternullo Racing couldn’t get the repairs done in time to get him back on the track for the following week’s event, costing him two full weeks of potential points where instead he came away empty.

Joey Ternullo is the son of Joe Ternullo, the second-generation owner of Middletown Ceramic Tile Company. Founded in 1960, Middletown Ceramic Tile has been using LATICRETE materials and methods for the installation of tile and stone in the Greater Hartford area ever since.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. It’s well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

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