

**Snow in South Africa this January: Children's Book Series Sponsors  
Inspirational Female Driver Tiff Daniels in the ASA Transcontinental Series  
'Freestate 500'**

SnowTheRaceHorse.com Joins TheWordNetwork.org as Co-Primary Sponsor for #19 Marc Davis Motorsports Toyota Camry; Associate Sponsor Skincode.com & Product Sponsor HINT Water

**Mooreville, NC (December 15, 2009)** - Tiff Daniels announced today that the #19 Marc Davis Motorsports Toyota Camry, one of only two entries piloted by female drivers in the invitation-only historic ASA Transcontinental 'Freestate 500' in Phakisa, South Africa - will have three new sponsors. The #19 [SnowTheRacehorse.com](http://SnowTheRacehorse.com) Toyota will be supported by the upcoming children's book series about a racehorse teaching kids valuable life lessons. Upscale Swiss skincare line [Skincode.com](http://Skincode.com) becomes an Associate sponsor, with Daniels as primary spokeswoman for their UK distribution; and HINT Water becomes a product sponsor, distributing their vitamin-based water to teams & humanitarian visits during the trip.

The Adventures of Snow the Racehorse is a planned series of children's books for young race fans & environmentalists. The first book of five, *Snow Takes the Checker*, is available for pre-order on Amazon.com and will be released to the public during the week of the Freestate 500. Hoping to bring the lessons of friendship, teamwork & being comfortable in their own skin to the children of both the United States & South Africa - Snow will visit the country alongside Tiff. Possible visits include the Oprah Leadership Academy for Girls and UNICEF projects within South Africa.

"I am thrilled to be driving the #19 [SnowTheRacehorse.com](http://SnowTheRacehorse.com) Marc Davis Motorsports Toyota in South Africa," said driver Tiff Daniels. "I look forward to representing the USA in the first stock car motorsports race in South Africa, being able to inspire South Africa fans - especially the women and young girls. It sends a great message to dream big & believe in their ability to achieve those dreams."

"SnowTheRacehorse.com is an ideal partner for this journey, joining [TheWordNetwork.org](http://TheWordNetwork.org) - and with added support from Swiss skincare line [Skincode.com](http://Skincode.com) & product sponsor HINT Water - we hope to have a great race while also making a difference. I also cannot thank Marc Davis enough for letting me run his car and Spraker Racing for prepping it," Daniels added. For more information about the historic race on January 30<sup>th</sup> & 31<sup>st</sup>, visit [www.asa-racing.com](http://www.asa-racing.com).

**ABOUT TIFF DANIELS:**

Tiff Daniels has been driving racecars for almost 10 years, and is progressing quickly through the stock car ranks. She has won races and awards for her on-track abilities, while also graduating Magna Cum Laude from the University of North Carolina at Charlotte with a bachelor of science in Mechanical Engineering with a Concentration in Motorsports and a minor in PR. Tiff strives to be successful on the racetrack and to inspire fans of all ages to follow their dreams. For additional information, visit [www.tiffdaniels.com](http://www.tiffdaniels.com).

**ABOUT MARC DAVIS MOTORSPORTS:**

**Marc Davis is the youngest team owner & driver in the NASCAR Nationwide Series. For more information, please visit [MarcDavisMotorsports.com](http://MarcDavisMotorsports.com).**

**THE ADVENTURES OF SNOW THE RACEHORSE:**

Started by a PR veteran & traveler who missed her daughters on racing trips, Snow the Racehorse has become an inspirational role model for young boys & girls who drive to dream & aspire. The first of five books, *Snow Takes the Checker*, is an adventure with life lessons of teamwork & friendship. Other titles will include *Snow Goes Green*, *Snow Meets the President* & more! The Adventures of Snow the Racehorse proudly supports Racing for Wildlife, begun by a partnership between the Ryan Newman Foundation & The Conservation Fund. Find out more at [RacingForWildlife.org](http://RacingForWildlife.org). For more information & to pre-order *Snow Takes the Checker*, please visit [SnowTheRacehorse.com](http://SnowTheRacehorse.com).

**ABOUT SKINCODE.COM:**

Skincode AG (Ltd) was founded in 1998 by a team of professionals with a profound knowledge and experience in the international cosmetic industry, in particular the development and marketing of cosmetics. The headquarters are located in Erlenbach/Zurich, Switzerland, where product development, sales management and legal affairs are handled. For more information, visit [www.Skincode.com](http://www.Skincode.com).

**ABOUT HINT Water:**

The idea behind Hint is simple: pure water, nature's original refreshment, accented with a hint of natural flavor. No sugar, no artificial sweeteners: Hint is a refreshing alternative to sodas, juice and other sweetened drinks and it tastes great. For more info, visit [www.HINTWater.com](http://www.HINTWater.com).

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