

Press Release
by USCC Staff



USCC Names New Marketing Director

Minto, ND (April 2, 2009) - When the USCC went looking for a new Marketing Director it found the talent it needed within its very own ranks of racers. Cross-country fans might recognize Chad Colby as the host of the online USCC program TrackSide as well as the voice of the USCC live internet race broadcasts. Cross-country racers might know him as No. 64 in the Pro and Sport 85 classes. Now, Colby's taken on even more responsibility as the Marketing Director of USCC.

"Chad has been with us from the beginning as a racer," said USCC President Pat Mach. "He knows what we're about and is well respected with our racers. We couldn't have asked for a more capable and experienced person to take over the Marketing duties for the USCC."



Colby has raced snocross and cross-country for over a decade on two different brands. He's ridden snowmobiles in over 20 states, served as a District Sales Rep, finished four I-500s, finished fourth in Pro points on the USCC circuit one year and won a Sport 85 points championship in 2007. Colby lives in Morton, Illinois with his wife Ginger and step-daughter Amber.

"I figured it was time to give something back to the sport that has given me so much," said Colby. "I've been with the USCC since the beginning when we were such a small group, the series has grown so much over the past 7 years. We have a lot of NEW things planned for the 2009-2010 season for both our racers & sponsors, I'm looking forward to the new challenge."

Colby will take over Marketing duties for the USCC immediately. He will continue to serve as host for TrackSide with Chad Colby as well as calling the races during the USCC race day online broadcast. For more info on the USCC visit www.usccracing.com or contact Chad directly at ccolby@usccracing.com.



The United States Cross-Country Snowmobile Racing Association (USCC) is based out of Minto, ND and attracts more than 150 professional and amateur snowmobile racers to each of its events. The USCC series is North America's premier form of cross-country snowmobile racing; it is the only racing organization that sanctions events comprised entirely of terrain cross-country races. The race courses include ditch lines, frozen lakes and deep woods trails. Its 2008/2009 schedule marks the circuit's seventh season with races hosted in Minnesota, North Dakota, Wisconsin, Michigan and Maine. USCC is sanctioned by International Snowmobile Racing (ISR); ISR has been serving the racing community for more than 25 years. Visit www.usccracing.com for more information.