



May 2010

FOR IMMEDIATE RELEASE:
**Seven first-year drivers in competition
for 36th annual Fastest Rookie Award**

INDIANAPOLIS – Seven drivers who take on the two-and-a-half-mile Indianapolis Motor Speedway oval for the first time this May also will compete for one of Indy's most prestigious honors: **the Fastest Rookie of the Year Award**. The long-running Indianapolis 500 award program has been sponsored for 36 consecutive years by the **American Dairy Association of Indiana**.

The fastest qualifier from among 2010's rookie class will be guest of honor on Tuesday, May 25 at the Fastest Rookie of the Year Awards Luncheon. The by-invitation Race Week event, which traditionally salutes all of the rookies in the 500-Mile Race field, is attended each year by more than 300. This year, guests will enjoy lunch at the Indianapolis Motor Speedway Plaza Pavilion – located right inside the track. Included among guests are representatives of the dairy industry from throughout the U.S., numerous motorsports personalities, and a sizable contingent of local, national and international media.

Drivers eligible to compete for Fastest Rookie honors, their hometowns, car numbers, and teams, include:

- #5 **Takuma Sato**
Tokyo, Japan
KV Racing Technology
- #25 **Ana Beatriz**
Sao Paulo, Brazil
Dreyer & Reinbold Racing
- #29 **Sebastian Saavedra**
Bogota, Colombia
Bryan Herta Autosport
- #34 **Mario Romancini**
Sao Paulo, Brazil
Conquest Racing

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- #36 **Bertrand Baguette**
Verviers, Belgium
Conquest Racing

- #66 **Jay Howard**
Basildon, England
Sarah Fisher Racing

- #78 **Simona De Silvestro**
Thun, Switzerland
HVM Racing

Included among Indy's freshmen class – seven drivers who represent six different nations - is the first woman to win the Firestone Indy Lights series in Nashville in 2008 (Beatriz); a national junior-champion bicycle racer (Sato); a television star who appeared in a short form series for MTV (Howard); the winningest female driver in Atlantic Championship Series history (De Silvestro); the 2009 Firestone Indy Lights Rookie of the Year (Saavedra); a graduate with a degree in Accounting (Baguette), and a driver who attended law school for a year in Brazil before pursuing his racing career (Romancini).

Last year's Fastest Rookie recipient, **Raphael Matos**, captured the honor with a qualifying speed of 223.429 mph. Other Fastest Rookie award winners include five 500-Mile Race winners – **Rick Mears, Eddie Cheever, Jr., Jacques Villeneuve, Juan Pablo Montoya, and Scott Dixon** – along with **Tony Stewart, Chip Ganassi, Jimmy Vasser, Michael Andretti, Tony Kanaan, and Danica Patrick**.

The May 25 event begins with an 11 am reception, followed by lunch at 11:45. The program and presentation of awards will begin at 12:30 pm. The winning rookie's name and speed are engraved on a trophy on permanent display in the Speedway's Hall of Fame Museum, and he or she will receive a plaque and \$5000 cash award.

Hosts for the event are members of the board of directors of Milk Promotion Services of Indiana (MPSI), including president **Donald Gurtner** of Fremont, Indiana; vice president **Paul Mills** of Ossian, Indiana; treasurer **George Crosby** of Greensburg, Indiana, and Albion, Indiana's **Steve Phares**, secretary. MPSI general manager **Deb Osza** of Lapel, Indiana also will welcome guests to the luncheon.

Vince Welch, a member of the ABC Sports television crew set to cover the May 30 race, will emcee the Fastest Rookie luncheon for the 12th consecutive year. An electronic show documenting the rookie drivers' first year at Indy and the Indiana dairy farm industry will be on display for guests' enjoyment. Both the Fastest Rookie and Borg-

Warner Trophies will be on display, on loan for the event from the IMS Hall of Fame Museum. Guests also will get an up-close look at the Winning Driver milk bottle destined for presentation to this year's "500" champion in Victory Circle on Race Day.

The Fastest Rookie of the Year is one of the Speedway's longest running programs under the same sponsorship since its inception – second only to Borg-Warner. It is one of two programs that continues the long association between the Hoosier Dairy Industry and the Indianapolis Motor Speedway. The Bottle of Milk presented to the winner of the 500-mile classic has been a traditional part of the Victory Circle ceremony for over 70 years – 55 of which have been consecutive. The legendary **Louis Meyer**, the first three-time winner of the 500 (1928, '33, '36) is acknowledged as the driver who began the tradition by requesting a cold drink of buttermilk – his favorite beverage – following his victory in 1933. Three years later, Meyer was photographed drinking milk in Victory Lane. Milk was presented off and on during the next several years until, in 1956, the Bottle of Milk was made a permanent part of the post-race celebration by Indianapolis Motor Speedway owner **Anton "Tony" Hulman**.

The bottles become prized possessions of the race winners, who also receive a \$10,000 cash prize for enjoying that refreshing, nutritious post-race swig of milk in Victory Circle.