

## Super DIRT Week returns to the Fairgrounds

2009-10-05

**Annual event could boost local economy by \$4.7 million**



Super Dirt Week, one of New York's biggest and most exciting annual sporting events, roar into the New York State Fairgrounds today, kicking off five days of racing expected to draw an estimated 100,000 to 120,000 fans from throughout the Northeast and beyond.

The action began this morning when DIRT car Racing's premiere event in the Northeast began car inspections beneath the Fair's Mohegan Sun Grandstand. It continues throughout the week with daily competitions among modified cars in a variety of classes at the Fairgrounds and other area race tracks. The races build toward the Rite Aid 200 - the seasons prestigious, \$50,000-purse finale - on Sunday, Oct. 11.

During that time, tens of thousands of people will flock to the Fairgrounds and four other dirt tracks in the region. About 1,000 will camp at the Fairgrounds. Thousands more will stay at hotels, motels and campgrounds throughout Central New York. They eat at area restaurants, shop at area stores, and sample the area's other attractions, delivering an estimated \$4.3 to 4.7 million boost to the local economy, according to the Syracuse Convention and Visitors Bureau.

"DIRT Week highlights the Fairgrounds' role as an economic engine for the region," State Fair Director Dan O'Hara said.

"Only the New York State Fair itself has greater economic impact than this event; and it gives us great pleasure to welcome the drivers, crews and fans back to the place where they've celebrated the end of their season for the last 38 years."

The Fairgrounds' historic oval track, known to drivers as the "Moody Mile," is only used for auto racing during the six days of Super DIRT Week. This year, former Syracuse University basketball star Gerry McNamara will serve as DIRT Week's grand marshal.

For ticket pricing and other information, go to Super DIRT Week's official Website: <http://www.superdirtweekonline.com>