

For Immediate Release

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Catch Canada's premier road racing action broadcasted on REV TV in 2024

REV TV announced as the official broadcast partner for both FEL Motorsports series

ST. CATHARINES, ON (February 8, 2024) – FEL Motorsports is proud to announce a new partnership with REV TV for the upcoming 2024 season. REV TV, a Canadian motorsports and automotive lifestyle network, currently has 1.2 million subscribers and is available to over 8 million Canadian households. The partnership was established to continue to drive value for FEL Motorsports fans, teams, drivers, and sponsors, while also growing its fan base by guaranteeing plenty of exciting Canadian motorsport content to REV TV's audience. Ed Kanerva, Programming and Marketing Director at REV TV, expressed his enthusiasm about the collaboration: "We are thrilled to welcome FEL Motorsports and the SCCC and RCC to REV TV. We've been big fans of both series since their inauguration in 2021, and we can't wait to bring their world-class—but uniquely Canadian—brand of racing to our fans across the country."

The existing relationship that FEL Motorsports has with motorsport production powerhouse, Fuel MediaLab, has been a key factor in putting this partnership together. Fuel MediaLab will handle live stream production as well as the REV TV episodes for re-airing, ensuring top-quality content. "I look forward to working with FEL Motorsports in streaming and televising both their SCCC and Emzone RCC properties this summer. It'll be exciting to once again see Canada's top road racers in action," said Joel Robinson, President of Fuel MediaLab.

FEL Motorsports Manager, Jessica Benevides, cemented the partnership stating, "By joining forces with REV TV, FEL Motorsports is not only elevating the visibility of SCCC and RCC but further advancing Canadian motorsports on a national scale. Our aim is to reach a wider audience, beyond those fortunate enough to attend the races in person. Together with REV TV, we are passionate about fostering the growth of Canadian motorsports and are excited to continue this mission together." She went on to thank the SCCC and RCC teams who pushed to encourage the streaming and broadcasting initiative, specifically Eric Kunz from Driven Living, VPX Motorsport, and TWOth Autosport.

The following races will be live streamed on the FEL Motorsports YouTube channel and broadcasted on REV TV:

2024 Sports Car Championship Canada presented by Michelin:

Race 1 & 2: Canadian Tire Motorsport Park, May 17-19

Race 5 & 6: Honda Indy Toronto, July 19-21

Race 7 & 8: Grand Prix de Trois-Rivières, August 9-11

Race 9 & 10: Canadian Tire Motorsport Park, August 30-September 1

2024 Emzone Radical Cup Canada presented by Michelin:

Race 1 & 2: Canadian Tire Motorsport Park, May 17-19

Race 7 & 8: Canadian Tire Motorsport Park, August 30-September 1

About FEL Motorsports

FEL Motorsports grew out of a deep base of automotive roots from FEL Automotive Learning and Promotion. FEL, the parent company of FEL Motorsports, has over three decades of experience in the automotive event industry working within Canada and the U.S by combining the expertise gained from working with luxury automotive brands with some of Canada's most experienced motorsport personnel, FEL Motorsports executes premium race event weekends at tracks in Ontario and Quebec. FEL Motorsports is focused on growth and sustainability in the Canadian Motorsports landscape by giving back to its teams through prize money.

For further information on FEL Motorsports visit [felmotorsports.com](https://www.felmotorsports.com) and shop merchandise at [felmotorsports.shop](https://www.felmotorsports.shop) and watch the races on the [FEL Motorsports YouTube](https://www.youtube.com/channel/UC...).

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