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**Race Car Legend Lyn St. James and The Henry Ford Team Up
Create *Women in the Winner's Circle: The Traveling Exhibit*
Debuting at the Daytona 500 Experience in Daytona, Florida**

(Dearborn, Mich. – February 10, 2010) – Legendary race car driver Lyn St. James and The Henry Ford, in Dearborn, Michigan, have teamed up to create a tribute to the history of women in racing with a new exhibition, *Women in the Winner's Circle: The Traveling Exhibit*. This exhibit recognizes the past history, the growing achievements and the future growth of women in automotive racing. The Daytona 500 Experience is the first venue to host this exhibit and will be on display until March 2010.

Women in the Winner's Circle: The Traveling Exhibit will engage visitors, inform them about the accomplishments of women in motor sports, raise awareness of women's growing and leadership in the sport, provide role models for future generations and showcase racing as a gender-neutral sport, where men and women truly compete together and against each other on an equal playing field.

Legendary drivers such as Jutta Kleinschmidt, Desire Wilson, Shirley Muldowney, Sarah Fisher, Louise Smith and Danica Patrick are all represented in the exhibition.

On Wednesday, February 10, a dedication and award ceremony took place at the Daytona 500 Experience to celebrate the opening of the exhibit. At this ceremony, The Henry Ford's President, Patricia Mooradian, discussed the partnership between Lyn St. James and The Henry Ford, and St. James also announced the donation of her racing archive to The Henry Ford.

The awards presented at the ceremony were:

- 2010 Mildred Marcum Pioneer Award to the late Anne B. France, wife of the late Bill France, Sr. and NASCAR founder, and also racing pioneer, Betty Skelton.
- 2010 Opportunity Award to Kelley Earnhardt, one of the most prominent businesswomen in NASCAR today; and Volkswagen of America, iRacing.com, Pirelli Tires and Arciero Miller Racing for creating a Project Podium Scholarship for up to five women drivers to compete in the 2010 VW Jetta Cup Series.
- 2010 Outstanding Achievement Award to Ashley Force Hood for her 2009 season in NHRA Funny Car, finishing second in the point standings.
- 2010 USAC Kara Hendrick Spirit Award to young driver, Taylor Ferns, from Shelby Township, MI.
- 2010 C & R Racing Woman in Engineering Award to GM Chevrolet NASCAR Sprint Cup Program Manager, Alba Colon. C&R Racing made a \$1,000 contribution to the UTI/NASCAR Brienne Davis Scholarship Fund.
- 2010 Leadership Award, honoring Paul Newman who contributed the first \$10,000 to establish the Project Podium Scholarship Fund, was presented to NASCAR President, Mike Helton.

Lyn St. James is also a part of new educational initiative, powered by The Henry Ford, www.OnInnovation.com, which captures the stories of some of the most influential innovators, creative thinkers and risk takers changing our world today. The purpose of this site, launching this month (February), is to ignite in users that "can-do" spirit and inspire a culture of innovation. St. James, a legendary groundbreaker in the racing world and social innovator, was the first interview conducted by The Henry Ford for this project. Her oral history will be previewed on the site along with other innovators including Steve Wozniak, Elon Musk and Don Chadwick.

Stories from *Women in the Winner's Circle: The Traveling Exhibit* are part of the The Henry Ford's collection and will be featured in the institution's upcoming permanent exhibition on American auto racing.

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About The Henry Ford

The Henry Ford, in Dearborn, Michigan, is the world's premiere history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Its purpose is to inspire people to learn from these traditions to help shape a better future. Five distinct attractions at The Henry Ford captivate more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution's campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools. For more information please visit our website thehenryford.org.

Women in the Winner's Circle Foundation

Women in the Winner's Circle Foundation is a 501(3)(c) non-profit organization dedicated to professional development for talented, up-and-coming young women race car drivers and encourages women to pursue opportunities in automotive fields. The Women in the Winner's Circle Foundation conducts two primary programs: the Driver Development Academy and Project Podium. To participate in the Women in the Winner's Circle exhibit, contact Katie Pallone, Katie@lynstjames.com.