



BRAKES Member Track Spokesperson Partnership

Member Track Partners,

Doug Herbert, former NHRA Top Fuel competitor and the founder of BRAKES, has reached out with a generous offer to each of our NHRA member tracks.

For those unfamiliar, BRAKES (Be Responsible and Keep Everyone Safe) is a free-to-attend, hands-on driver safety class held across the country for teenage drivers. It is not a driver education class, but a survival class to teach young drivers how to handle adverse situations on the road. Doug founded BRAKES after his two sons, Jon and James, lost their lives in a tragic crash in 2008. He has made it his mission to help other families avoid the same heartbreak he endured, and to educate the public on the dangers of unsafe driving on the road and how young drivers can take their need for speed to the track.

Doug is offering to be a resource and spokesman for Street Legal programs across the NHRA Member Track network. When you have a crash related to possible street racing, excess speed or unsafe driving and the local media turns in negative, Doug will jump in and be a resource you can connect them with, to discuss the issues at hand, the solutions available and help promote safe racing at your facility.

You can find Doug's contact information below, as well as mine, and anytime you see a need or opportunity to have someone talk with local media (TV, Radio or Print), please reach out and let us help you!

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