



Press Release Notes

The Austin Grand Prix Becomes Official Supporter of Austin's Meals on Wheels and More

Austin, TEXAS - October 24, 2012 - [The Austin Grand Prix](#) (AGP), the leading independent media platform for motorsports news and Austin, announced today an agreement to be an official supporter of Meals on Wheels and More (MOWAM). In addition to promoting the non-profit on the AGP website, AGP will lead social media giving initiatives for the organization and eventually donate a portion of AGP merchandise sales to MOWAM.

Kerri Olsen, Co-Founder and CEO of AGP, has been a weekly delivery volunteer since 2007.

"In less than the time it takes for a conventional lunch break at a café, I can make a difference in my 7+ clients' lives by delivering a hot, nutritional meal and a smile," said Olsen. "It really is that easy and I look forward to my weekly meal deliveries."

Since the AGP was formed in 2010, Olsen has been brainstorming ways to partner with MOWAM. She was looking to work with an organization that she was passionate about and that benefits Austin communities immediately and effectively. Earlier this year while volunteering, Olsen snapped a photo of her insulated MOWAM delivery bag. She posted the photo to the Austin Grand Prix's Instagram account with the tagline: "For every "Like" on this photo by midnight, May 31, 2012, The Austin Grand Prix will donate \$1 to Meals on Wheels and More of Central Texas."

"It resulted in 14 likes, which doesn't sound like much, but is enough to provide 6 meals to those who need it. We hope to replicate that activity in a big way," added Olsen. "One day I hope we can build teams of volunteers to compete against each other based on their favorite Formula 1™ teams: Ferrari, Lotus, McLaren, Red Bull, etc."

On October 1, Olsen repeated the task, but also shared the MOWAM photo. She agreed to have AGP donate \$1 for every Retweet of the message or "Like" on the Instagram photo (up to \$100). Within 24 hours the message had been Retweeted by over 150 of their followers. To date, the message has been shared over 301 times and been "Favorited" by 7 followers. Today Olsen will donate the \$100 check to MOWAM.

"Meals on Wheels and More is excited to be associated with The Austin Grand Prix, a locally owned and operated business that truly cares about the Central Texas community it serves," said Thad Rosenfeld, Director of Communications for Meals on Wheels and More.

About MOWAM

This year 2012, MOWAM celebrates 40 years of service in the Greater Austin area. What began as a program of eight volunteers serving 29 seniors has now expanded into a multi-service organization of nearly 7,000 volunteers reaching more than 5,000 of our Greater Austin neighbors in need. Aside from preparing an average of 967,495 meals in 2011, MOWAM also offers many other programs designed to keep people healthy and living in their own homes. MOWAM is a [501 c 3](#) organization and is independent and locally-run. MOWAM is a member of the Meals on Wheels Association of America, but receives no funds from it.

About The Austin Grand Prix

The Austin Grand Prix (TAGP) is Austin's award winning website spreading awareness and raising support for motorsports in Austin, beginning with the return of the Formula 1 United States Grand Prix™ in Austin, Texas in November 2012. TAGP community brings a balanced perspective to the world of motorsports and connects curious minds with the knowledge needed to become dedicated fans.

Focused on leveraging new media strategies to develop a modern approach to sports media, TAGP was recognized by Austin's major daily newspaper, the Austin American-Statesman, in their 4th Annual Social Media Awards, being named The Statesman Social Media Awards 2012 Overall Winner.

Founded in Austin in May of 2010, The TAGP was created to bridge the gap between Austinites and motorsports fans worldwide.

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