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Tampa Bay Times



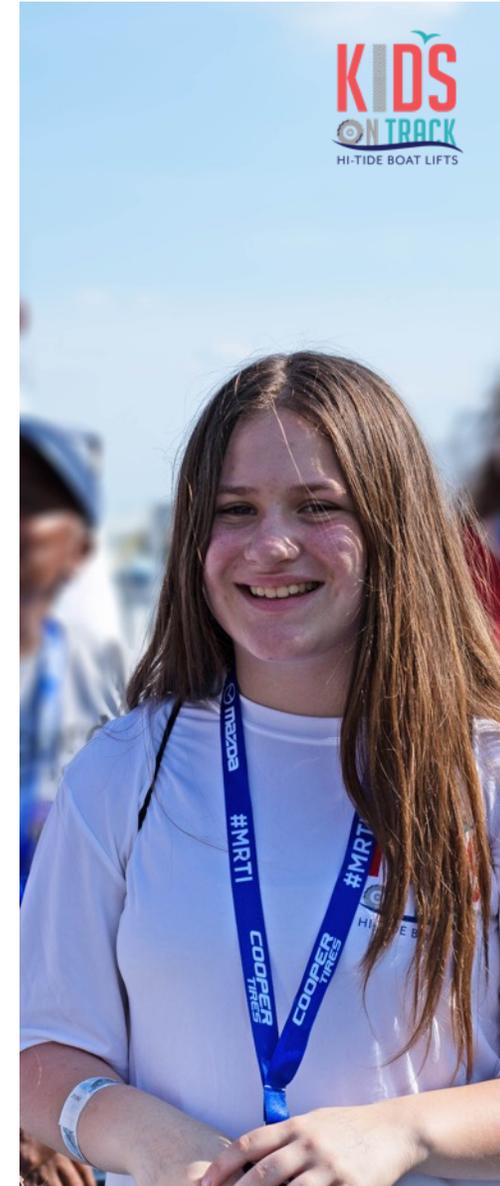
KIDS
ON TRACK
HI-TIDE BOAT LIFTS



OUR MISSION

Kids on Track is dedicated to creating opportunities of inspiration and lifting the spirits of children throughout the country by providing unique experiences, such as free access to the Road to Indy on NTT IndyCar Series event weekends.

Through IndyCar races and other events, Kids on Track aims to engage the nation's youth in activities that teach valuable life lessons, deepen community connections, and encourage kids to chase their dreams.





ABOUT US

Kids on Track works with local charities in cities across the country and, since 2015, has provided over 400 children a once-in-a-lifetime experience, including driver meet-and-greets, behind-the-scenes tours of race tracks and more.

As a 501(c)(3) non-profit, Kids on Track is fueled by individual and organization donations to the worthwhile cause. Namely, like-minded people and organizations who, like Hi-Tide Boat Lifts, are doing more to inspire and uplift the next generation in order to help them find success both on and off the track.

OUR HISTORY

Craig Wood, owner of Hi-Tide Boat Lifts, has a passion for motorsports and his desire to make a difference in the lives of youth prompted the company to sponsor the South Florida-based Road to Indy driver Kyle Connery in early 2015.

Striving to extend their connection deeper into the community, Hi-Tide wanted to do more. More to inspire, more to encourage, and more to teach children that with dedication, teamwork and perseverance, anything is possible. In IndyCar racing, they found a sport that encompasses those values and sets the stage for exciting and memorable moments.



“IndyCar racing encapsulates the values we want to pass on to the next generation, such as teamwork, dedication and perseverance. It provides important life lessons, all while capturing the excitement and wonder of the kids we want to reach through this program.”

- Craig Wood, owner of Hi-Tide Boat Lifts

BY THE NUMBERS



Number of kids who have gained unique experiences through KOT

423

The program has been inspiring the next generation since

2015



has worked alongside

30 organizations & local charities,

such as Big Brothers Big Sisters & Ronald McDonald House

in

12 cities

all across the country

Big Brothers Big Sisters (BBBS) Tampa Bay • Ronald McDonald House Charities (RMHC) Tampa Bay • BBBS Greater Birmingham • Growing Kings • RMHC Alabama • BBBS Central Indiana • 100 Black Men of Indianapolis • Bloom Project • Starfish Initiative • Concord Indy • BBBS Fond Du Lac • Boys & Girls Club Sheboygan County • BBBS Central Iowa • The Peer Project • Mid-Ohio Youth Mentoring • BBBS Central Ohio • BBBS Southwestern IL • S.T.A.R.S Mentoring • Holla Mentors • BBBS Metro Milwaukee • Best Friends of Neenah-Menasha • BBBS of Toronto • St. Michael's Hospital • Hometown Heroes • Christel House International • Children's Bureau, Inc. • Youth Alliance • BBBS Phoenix • Sunshine Acres Children's Home • Club Scrub



MEMORABLE EXPERIENCES

The program aims to provide VIP experiences for kids and their mentors, including tours with Road to Indy crews who explain processes that go on behind the scenes, private autograph sessions with professional drivers, photo opportunities on the podium, a memorable gift bag, tons of fun activities, and more.

No matter the event, Kids on Track helps kids create unforgettable memories through special experiences.

“I was like a VIP. It was the best time of my life!”

– Big Brothers Big Sisters of Metro Milwaukee



“It was fantastic. We had a really good time and my Little Brother is into engineering, so this was a good opportunity for him to see the behind the scenes aspects of it. He couldn’t stop smiling.”

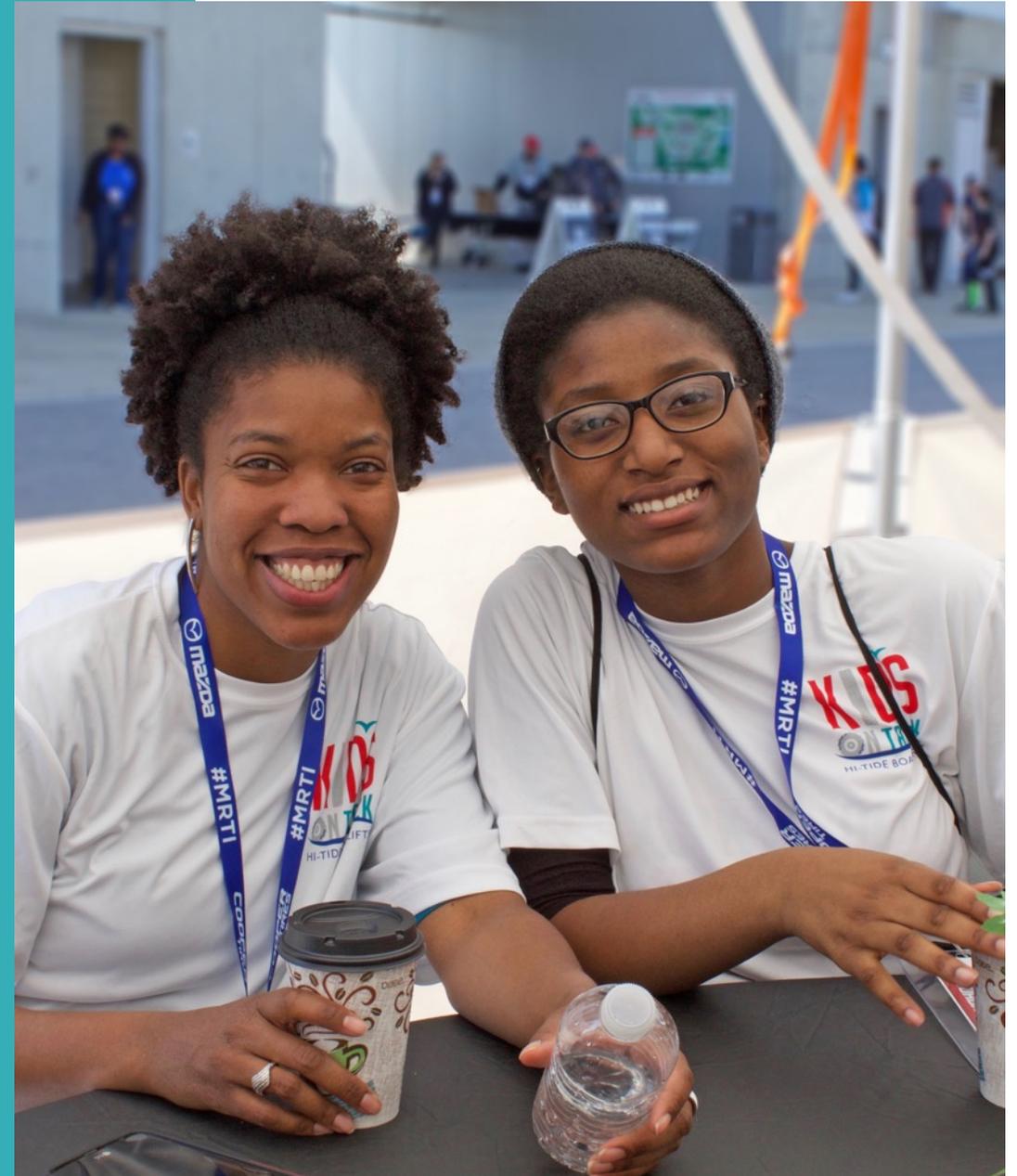
– Big Brothers Big Sisters of Metro Milwaukee

“The event and accommodations were AWESOME! They had never been to anything like it before so they were blown away.”

– Ronald McDonald House Charities of Alabama

“New and exciting experiences like these are so valuable to our matches and we’re so grateful to have been able to offer this opportunity to them.”

– Big Brothers Big Sisters of Toronto





BEYOND INDYCAR

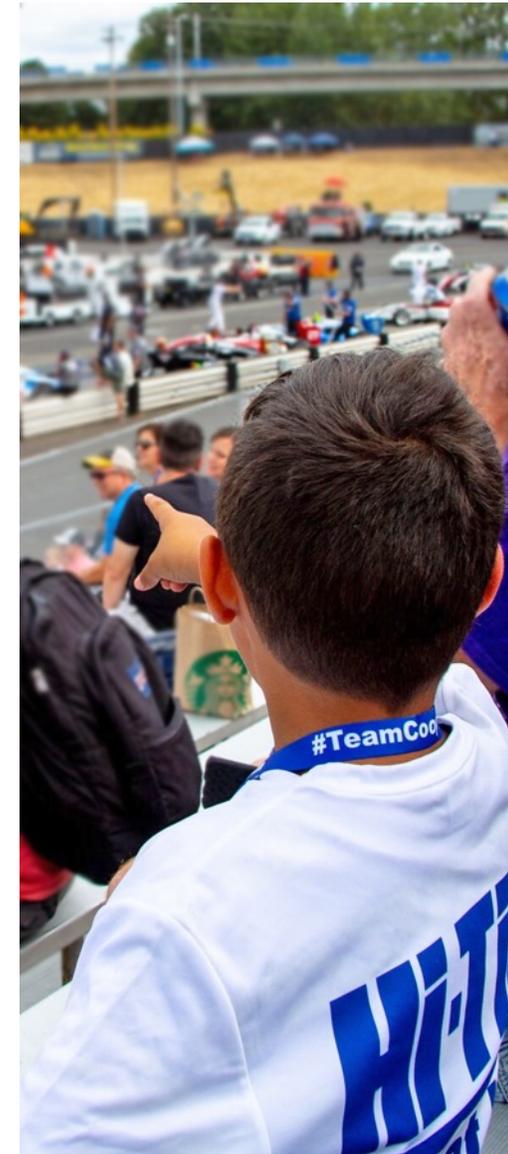
Beyond the IndyCar circuit, Kids on Track makes an impact by supporting non-profit organizations and events such as Club Scrub's Take a Kid Mountain Biking Day.

Additionally, Kids on Track has sponsored private events at individual centers such as Andersen RacePark in Palmetto, FL, to provide children with skilled kart training, racing techniques, fun giveaways, and more.

THE FUTURE OF KOT

As a 501(c)(3) non-profit, Kids on Track depends on the support of like-minded individuals and organizations, whose donations help to:

- Create more unforgettable experiences for kids
- Expand programming and support new opportunities to uplift and inspire
- Reach and positively impact the lives of even more children across the U.S.



INTERESTED IN SUPPORTING OUR CAUSE?

Visit hi-tide.com/kids-on-track to make a donation, get more information or contact us directly.

 @KidsOnTrackInspires

  @kids_on_track

