



MISSION RACEWAY PARK

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FOR IMMEDIATE RELEASE

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Mission Raceway Park Welcomes River Valley Ford as the New Sponsor of the Drag Strip

MISSION, B.C. — Mission Raceway Park is proud to announce **River Valley Ford** as the new official sponsor of the dragstrip, marking an exciting partnership that highlights a shared commitment to community, motorsport, and local tradition.

The collaboration was jointly announced today on social media by **Mission Raceway** and **River Valley Ford**, bringing together two names synonymous with horsepower, passion, and Mission's strong community spirit.

*"We're incredibly proud to support Mission Raceway and to be part of something that has been such a cornerstone in this community for decades," said Tej Patel, General Manager of **River Valley Ford**. "As we establish ourselves in Mission, it's important to us that we don't just show up, we show up and give back. Sponsoring the drag strip is a meaningful first step in building strong relationships here and contributing to the local culture, families, and traditions that make Mission so special."*

The partnership signals a new era for the iconic dragstrip, reinforcing its role as a hub for family-friendly entertainment, competitive racing, and community connection. **Mission Raceway Park** continues to be one of Canada's premier motorsport facilities, hosting thousands of racers and fans each year — and **River Valley Ford's** support ensures that legacy continues to thrive.

*"We're thrilled to welcome River Valley Ford to the Mission Raceway family," said Kevin Ness, General Manager at **Mission Raceway Park**. "Their enthusiasm for community involvement and their passion for automotive excellence make them a perfect fit for the dragstrip. Together, we're driving into the future stronger than ever."*

Fans and community members can expect to see new River Valley Ford signage and activations at the dragstrip throughout the 2026 season, along with continued investment in local motorsport and community initiatives.

About Mission Raceway Park

Mission Raceway Park is one of Canada's top motorsport facilities, offering drag racing, road racing, and a variety of special events for over four decades. Located in the heart of Mission, B.C., the Raceway is dedicated to providing safe, exciting, and family-friendly racing experiences for fans and drivers alike. Find out more about events and purchase tickets by visiting www.missionraceway.com

About River Valley Ford

River Valley Ford is Mission's newest Ford dealership, committed to delivering exceptional customer service, quality vehicles, and meaningful community engagement. Their mission is simple: to drive connection, trust, and pride in every part of the community they serve. Visit River Valley Ford online at www.rivervalleyford.ca

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