



For Immediate Release

Prepared By the Derek Daly Academy

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Photos Attached

Fellow author and journalist Jeff Grist joins Derek Daly Academy



Derek Daly

Jeff Grist

Nobelsville, IN –Derek Daly is pleased to announce that Jeff Grist, author of the best selling Secrets of Speed karting book series is joining Derek Daly Academy as director of marketing and business development. Grist has been involved in motorsports on the corporate side for many years with companies like TRW Automotive Aftermarket,

Stanley Tools and the Canadian Duty Free Industry, before creating his own publishing company Secrets of Speed Publications. A life long love affair with racing, Grist started racing motocross in the late seventies and then raced karts in the late nineties. Most recently Grist has taken on the roll of editor for eKartingNews.ca, Canada's leading source of news and information for the karting industry.

"Derek and I connected when we both wrote for Motorbooks," comments Grist. "A few months back I approached Derek about writing the forward for one of my new books, *Building the Motorsports Athlete*. We started talking about his vision for DDA and I knew right then I wanted to be part of this program."

One common link for Daly and Grist is the fact that both have sons in motor racing. Conor Daly is burning up the Star Mazda series, leading the points and winning this weekend for the fifth time in 2010. Meanwhile Garrett Grist is the 2009 Canadian Junior Karting National Champion and just won the 2010 Western Canadian Challenge and a second consecutive invitation to Rotax Max Grand Finals. Living and learning in the world of motorsports is proof that DDA has the understanding, relationships and direction to be successful.

"We aren't casual observers. We are living this stuff everyday," continues Daly from his home near Indianapolis, IN. "The fact is we are putting our own kids future in the hands of our program shows we truly believe in it." Mistakes made early in a racing career can prove costly down the road in both time and money.

"One thing that Derek and I both hear so often is parents saying if I only knew then what I know now, I would have done it differently," smiles Grist. "Joining DDA will help the driver and their support team make the most the opportunities presented to them and avoid the costly mistakes."

Derek Daly, Formula 1 and Indy car Driver, Best-Selling Author and Professional Speaker founded DDA in 1996. After ten years as a racing school, the focus for DDA became developing new driver talent and guiding prospective athletes through the transition from kart racing to car racing and beyond. The current focus for DDA is on single seater formula car racing in North America.

In 2008 Daly published his first book, *Race to Win: How to Become the Complete Champion*. The book outlines Daly's ground breaking Champions Pyramid and introduces the aspect of Talent Identification to the motorsports world. The forward was written by racing legend and long time friend Mario Andretti who went on to say: "Derek's book teaches the lessons it took guys like me years to learn. Quite honestly, I believe the advice in this book resonates far beyond the racing industry."

DDA looks to guide racing enthusiasts through the Champions Pyramid and work with many of today's top rising motorsports athletes to become the best they can be in their sport and career. Not a traditional Academy, DDA looks to break mould and works directly with drivers where they race and when they race.

"DDA literally wrote the book on Driver Development using our unique driver profiling system and environment management approach all backed by over 40 years of experience and global reach through established relationships," commented Derek Daly, CEO of the Derek Daly Academy. "In short, DDA uses a systematic and proprietary process to ensure that Hope is not a strategy for success."

Be sure to tune into Derek Daly's The Complete Champion Radio Show the first Wednesday of each month on Race Fan Radio. This month features an interview with John Andretti.

DDA is in the business of developing motorsports athletes through a unique and soon to be copyright protected system of vision alignment, driver profiling and environment

management. This system, along with the Champions Pyramid, forms the structure that leads to the development of what is called the Complete Champion.

For more information on the Derek Daly Academy contact Derek Daly at Derekdaly@derekdaly.com or 317.710.1500. Please be sure to check out our website at www.derekdalyacademy.com and sign up for **our monthly newsletter**.