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### **Richardson, Jr. looking to carry Luck O' the Irish for Bristol Nationwide race**

**CHINA GROVE, N.C.** (March 15, 2011) – When you have a last name like Richardson with reddish hair and blue eyes, one can't escape their Irish heritage. And, having that lineage couldn't come at a better time on the NASCAR Nationwide Series schedule when luck is essential, either.

Irish, and wannabe Irish, folks will be celebrating St. Patrick's Day on Thursday. Good thing it's close to the racing weekend because Robert Richardson, Jr. and the No. 23 Wildlife Conservation Society Dodge team of R3 Motorsports will need all the luck they can carry over into racing at Bristol Motor Speedway.

With four practices on Friday, qualifying on Saturday followed by 300 laps of race action on the .533-mile, high-banked oval of Bristol; the team knows the combination of skill, a well-prepared car and luck are the keys to success.

Currently tied for 19<sup>th</sup> in Driver's Points, Richardson is looking to continue his upward climb in the standings and finishing order.

**Fast Facts:** Richardson is making his 73<sup>rd</sup> career NNS start and fourth of the 2011 season. Since the season opener, the McKinney, Texas native has improved on his finishing positions each week moving from 32<sup>nd</sup> at Daytona to 22<sup>nd</sup> at Las Vegas. This has aided him in being tied for 19<sup>th</sup> in the Driver's Points trailing 17<sup>th</sup> by one point and 15<sup>th</sup> by seven markers. In the Owner's Standings, the No. 23 Dodge is tied for 27<sup>th</sup> trailing 26<sup>th</sup> by one, 25<sup>th</sup> by two and 23 by five points.

**Track Facts:** Richardson has four previous starts at BMS and has shown marked improvement each time. His best start was 19<sup>th</sup> in spring '08 and best finish was during last year's fall event under the lights. A late-race accident in the fall '07 race knocked his laps completed (860 of 971) average down to 88.6 percent.

**Car Facts:** Walter Giles and team are bringing Chassis No. 36 to BMS this weekend where it will be making its debut for R3 Motorsports.

**Where is Rob Jr.:** Fans are invited to an autograph session Friday from 6:45 to 7:45 p.m. at the Sprint merchandise trailer located in the souvenir area by the creek behind Turn 4.

**Did you know:** The Wildlife Conservation Society runs four zoos, including the world-respected Bronx Zoo, and an aquarium. More than four million people visit those facilities each year to learn about wildlife and see thousands of animals.

### **Robert Richardson, Jr. quotes**

**Things have been looking up for the team this year. What can you attribute that progress to, in your mind:** "We made a decision to switch to Dodges during the winter. It was a major task, but Walter (Giles, crew chief) and the rest of the team really worked hard to make that happen.

"Everyone is working in the right direction toward a common goal and you can see it in the shop, at the track and our results. It's given me the confidence knowing a good car is rolling off the truck and ready to race each week."



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**This will be your fifth start at Bristol, what's your biggest challenge:** "The other cars (Laughs). You have to keep your eye on what you're doing, what the guy right in front of you is doing and what the guys way ahead of you are doing. I understand the car is probably not going to come back to the R3 Motorsports shop they way it left. But, it's up to me to keep that down to a minimum so we can get a good finish and keep moving up in the points.

"I like racing Bristol because it's a fun little track. You can run the low, middle and high grooves and really get some incredible speeds going on those high banks.

**Finally, best way to celebrate St. Patrick's Day:** "Ha, well...there's the obvious way which I'm sure many folks will be part of on Thursday. But, you best be wearing green around me cuz if you're not – you'll get pinched."

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