



**KING OF THE DESERT  
AWARD SPONSORED BY  
KC HILITES**

August, 2008 Las Vegas, Nevada

Casey Folks, Director of Best in the Desert, announced that the popular "King of the Desert" award, for the racer with the fastest overall miles per hour for the entire Best in the Desert Series, is now sponsored by KC HiLites. This prestigious award was won in 2005 by Curt Le Duc, BJ Richardson in 2006, and Chuck Hovey in 2007.

Folks said, "I am excited to announce the sponsorship of the "King of the Desert" award by KC Hilites. KC is a major leader in off-road lighting, plus a major sponsor of our series, and we appreciate them stepping up to sponsor this award. The winner of this award not only gets \$1,000, but also an awesome trophy showing off their achievement."

Michael DeHaas, president and owner of KC, commented, "KC Hilites is the premier producer of off-road lighting, and we are proud to sponsor the "King of the Desert" award. As a long-time supporter of off-road racing, we saw this as an opportunity to give back to the racers that support us. Curt LeDuc won the award in 2005, and is currently a KC sponsored vehicle. We'll see who takes home the \$1,000 this year!"

For information on the "King of the Desert" award, please contact KC's racing director at 928 635 2607, or Casey Folks at Best in the Desert Racing organization at 702/457-5775.

**For full details on the complete line of KC Hilites Products, visit:  
[www.kchilites.com](http://www.kchilites.com)**

***Off-Road Racing's Best-Run Series ... Best In The Desert!***

Further information is available from:  
[www.bitd.com](http://www.bitd.com)

email: [bitd@lasvegas.net](mailto:bitd@lasvegas.net), phone: (702) 457-5775

MEDIA CONTACT:  
[www.fallads.com/bitd](http://www.fallads.com/bitd)  
email: [mediabitd@fallads.com](mailto:mediabitd@fallads.com)



**Official  
Sponsors:**



**Official Truck**



**Official Tires**



**Official Lights**



**Official Fuel**



**Official  
Suspension**



**Official  
Motorcycle**



**Official UTV**



**Official  
Power System**



**SOUTHERN NEVADA  
OFF-ROAD HEADQUARTERS**



**FALLADVERTISING**