



FOR IMMEDIATE RELEASE

## J&M Speed Center Presents Memorial Car Show Honoring Late Hot-Rod Legend Phil Braybrooks

*Proceeds from the Memorial Car Show will benefit the Southern California Hospice Foundation, in conjunction with Companion Hospice.*

**April 15th, 2010-** On May 23<sup>rd</sup>, 2010, classic car owners will rev their engines in unison to honor hot rod legend Phil Braybrooks at the J&M Speed Center in Riverside. Much like a 21-gun salute, this “cackle fest” is a testament to the enduring memory left behind by Mr. Braybrooks, an icon to classic car and drag racing enthusiasts since the 1960’s.

Phil Braybrooks spent the last few months of his life under the care of Companion Hospice, and his family wishes to support those who otherwise cannot afford the resources necessary for end-of-life care. Every year since Mr. Braybrooks was buried- in a bright red coffin, flames included- J&M Speed Center has held a Memorial Car Show to raise money for the Southern California Hospice Foundation, a non-profit organization in conjunction with Companion Hospice.

Phil Braybrooks has loved fixing up cars since he was a boy. He opened his first muffler shop in 1957, after serving as an Air Force mechanic during the Korean War. He began selling performance parts in his shop, a practice that was otherwise unheard of in the Inland Empire. In 1971 he opened a speed shop in Riverside and named it J&M Speed Center to reflect the store’s transformation from a muffler shop. The shop is currently run by his daughter, Lisa Somody, and is revered as the trailblazer of speed shops in the business.

Toward the end of his career, Mr. Braybrooks was inducted into San Bernardino’s hot rodding hall of fame and was named the Dale Earnhardt man of the year. He is remembered as a dedicated family man, who worked six days a week until he retired in 2007. Mr. Braybrooks passed away from lung disease on July 31<sup>st</sup>, 2008, a few days after taking a last ride in his blue 32 Ford roadster with his daughter Lisa.

“I will always cherish the memory of dad and I cruising round Riverside on that beautiful sunny day. Both of us having a great time and enjoying the day together,” said Lisa.

Phil Braybrooks was respected by his colleagues for upholding a successful and honest business for 50 years, a truly commendable venture in an age where specialty shops are quickly taking the form of websites and catalogues. The longevity of J&M Speed Center is an inspiration to passionate entrepreneurs who are targeting a niche market in a global age.

The car show will feature music, food, games, raffle prizes, and discounts to J&M Speed Center. Pre-registration is \$15 and includes a t-shirt, dash plaque and goody bag. Pre-registration tickets must be received by May 1<sup>st</sup>, though tickets can be purchased on the day of the event for \$20.



All proceeds will be donated to the Southern California Hospice Foundation. Gates open at 7am and the trophy presentation will be at 1pm. All hot rods are welcome!

**About the Southern California Hospice Foundation:**

The Southern California Hospice Foundation was established in 2002 with a grand vision: open a Hospice House in Southern California that serves as a live-in facility for end-of-life care. While working toward our vision, we fulfill our mission by delivering a breadth of resources to caregivers, families and patients who are confronting the final stages of life. We will accomplish this through a commitment to advocacy, education and a mutual respect for all faiths.

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