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Drift Announces National Sponsorship of the Canadian Motorsports Racing Corp.

LONDON (Feb. 2, 2012) – [Drift Innovation](#), manufacturer of the easy-to-use Drift HD action camera, are proud to become a national sponsor of the [Canadian Motorsports Racing Corporation](#), CMRC.

CMRC is Canada's largest motocross racing league and organization. It is a marketing and membership driven organization committed to the growth and development of competitive off-road motorcycle racing, for amateurs and professionals, regional and national.

The 2012 Motocross National Racing Schedule will kick off on June 3 at the Wastelands in Nanaimo, British Columbia. The final round will complete the series at the end of August in Walton, Ontario.

"Drift is extremely excited to support CMRC's 2012 season," said John Rounds, Drift's North American Director. "CMRC is an excellent organization with a lot of motorsports action that attract a lot of dedicated participants and followers."

Rounds looks forward to seeing more Drift HD cameras on the helmets and bikes of CMRC competitors. The new [Drift HD](#) include key features for motorsports enthusiasts including: integrated LCD screen, wireless remote control, 300-degree rotating lens, 170-degree field of view, goggle and helmet mounting options and professional-grade 1080p/30fps and 720p/60fps high-definition video settings. The new [external mic](#) is a preferred accessory for many motorsports customers as it clearly captures the audio of the user in action, despite all the noise generated by motors.

For more information about Drift innovation visit:

<http://www.driftinnovation.com/>. To learn more about the CMRC and see this season's schedule, please visit: <http://www.cmracing.com/>.

About Drift:

Drift is a wearable Point of View Camera product company offering consumers wide-angle recording capabilities to capture all their adventures and activities. Designed with smart real-life use features, it is highly recommended by the specialists in outdoor sports, motorsports, and snow sports. Drift captures the action from every individual's point of view and offers easy ways to share and re-live the experience with friends and family. For more information about Drift Innovation, visit www.driftinnovation.com.