

Derek Strong And Strong Racing Team Up With Los Angeles Hot Spot, The Kress, For Gala Event

Gala event will highlight former NBA player's current successful transition into racing on the most notable rooftop in Los Angeles, The Kress' lounge with it's 360 degree view, blending both Los Angeles chic and authentic race car driving.

May 3, 2009 - [PRLog](#) -- Derek Strong, the only NBA player to successfully transition into stock car racing as a driver and Strong Racing Team, have partnered with The Kress, Los Angeles' hottest night club, for a gala event on May 29, 2009. The event will celebrate native Angeleno Derek Strong and Strong Racing successes and introduce the Los Angeles-based team to local tastemakers and NASCAR fans.

Invited guests include Magic Johnson, Michael Jordan, Shaquille O'Neal, Raven Simone, Al Unser Jr., and Patrick Dempsey. Guests will sip specially made "Strong Racer" cocktails and watch exciting videos projected on Kress' rooftop lounge walls of Strong racing down the track at speeds up to 160 miles per hour.

Guests will also have a chance to get up close to one of the \$200,000 cars Strong races. A race car will be on display, at the event, wrapped in sponsors' logos including main event sponsor, The Kress.

"I am very excited to be able to blend together my NBA colleagues and NASCAR colleagues, in my hometown of Los Angeles, at a venue that epitomizes innovative thinking and style, The Kress", Derek Strong expresses.

The event will support The Music City Motorsports Institute., a non-profit associated with Strong Racing that seeks to motivate and inspire students to achieve academic success with an educational platform of learning, discovery and fun in the motor sports industry.

About Derek Strong

Drafted in the second-round, Derek played for the top teams in his successful twelve-year career, including the Boston Celtics, Orlando Magic and the Los Angeles Lakers. During his tenure in the NBA, Derek was an avid NASCAR fan and remained committed to pursuing this childhood dream when his playing days ended. Since becoming a professional driver and owner of Strong racing, Derek has continually had successful race finishes. Derek is the first NBA player to successfully transition into stock car racing as a driver.

About Strong Racing

Strong Racing is a multi cultural Stock Car Racing Team competing in ASA and NASCAR Racing events. Based out of Los Angeles, CA, Strong Racing is managed by Stuart Lycett, veteran stock car driver and owner of the acclaimed Competition 101 driver development program racing school.

About The Kress

Known for his innovative and unique style, successful restaurateur and nightlife guru Mike Viscuso has created The Kress as the next Hollywood landmark. The Kress is an upscale dining and entertainment venue which boasts a full service restaurant lead by world renowned Executive Chef Travis Kamiyama with a carefully crafted cuisine menu with an Asian flare; a basement level lounge offering live entertainment and dance floor; a third level banquet and event center offering food and service, live entertainment and dance floor; and finally a spectacular design-driven rooftop lounge with cabanas and a 360 degree view of Los Angeles including the legendary Hollywood sign. In 2005, The Kress took over the

Frederick's of Hollywood flagship location and through many delicate phases of unveiling and refurbishing, The Kress maintains the original 1930's marble stairway, brass railing, ornate Italian-designed ceiling and art deco facade. The Kress is located at 6608 Hollywood Blvd Los Angeles, CA 90028

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