

BAD APPLES RACING

A modern-day family and a drag boat racing team.

- Winningest drag boat "street" team in the nation
- Chicago fan base with major market following
- Blarney Island & Lucas Oil Stadium presence
- Multiple high points championship titles
- Diverse, multi-generational family team



Started in
Chicago, IL
In **1994**



4 drivers,
5 boats,
all family



5000+
followers
across social
channels



Social media age
demographic
25-44 yrs.



Viral Social
presence
800K+ views



227M estimated
reach potential
with Meta



Adam Silverstein
Driver, Nordic Thor



Colleen Callahan **Brandon Callahan**
Driver, Eliminator Daytona Driver, Cheyenne



Ron Silverstein
Driver, Cheyenne &
Eliminator Daytona