

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



Founded in Chicago, IL In **1994**



4 drivers, 5 boats, all family



14,000+ followers across social channels



Social media age demographic **25-44 yrs.**



Viral Social presence **2.5M+ views**



11.3M Lifetime Meta engagements



Adam Silverstein
Driver, Nordic Thor



Brandon Callahan
Driver, Cheyenne



Colleen Callahan
Driver, Eliminator Daytona



Ron Silverstein
Driver, Cheyenne & Eliminator Daytona