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## High Profile Racer Sponsored by Jesus

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A race car in Australia is sporting a unique sponsor on its exterior – Jesus.

As part of the V8 Ute Racing Series, which features 32 300-plus horsepower vehicles, Andrew Fisher has decided to use the “Jesus. All about Life” (JAAL) campaign, a prime-time media campaign developed by Bible Society of New South Wales (NSW), as his support, adorning the race car with JAAL logos and web domain.

This new approach is meant not only to spread the gospel to race fans, but also to exhibit Fisher’s faith in Jesus, which he is not ashamed of.

“I was thinking of putting a fish (Christian symbol) on the back of the Ute or having a ‘Christian’ nickname (you have to choose a nickname in the Ute series),” explained the driver in a statement, “but my wife challenged me by saying, ‘Well if you really want to make a statement why don’t you advertise the ‘Jesus. All about Life’ campaign on the Ute?’”

As a major part of the JAAL campaign, the Bible Society NSW is trying to motivate “quiet Christians to share their faith.” Fisher felt the call and acted on it.

“I was recently challenged as to whether I simply carry my Christianity as a back pack or whether I really pick up my cross each day,” said the Ute driver on the Bible Society NSW site. “This caused me to think about why I am involved in motor racing and what impact I make for the Kingdom.”

The V8 enthusiast initially was reserved about the idea, because it would forever label him as the “Christian guy,” and he could no longer hide his faith. Also, he would lose the opportunity to gain future sponsors from many mainstream secular companies who may not agree with his statement of faith.

He debuted the car at the first race of the season, the Clipsal 500 V8 event in Adelaide, Australia, held from Mar. 1 - 4, where some 250,000 fans observed the contest. It was the first race for Fisher in a Ute; he had raced 5 years previously in the Lotus and MG series, coming third in the 2005 Lotus Championship.

The JAAL car finished sixth in its first appearance.

“It was a great weekend,” he stated. “I was referred to as either ‘Jesus in the No. 9 Ute’ or ‘Fisher of Men’ by the commentators who obviously struggled to get their heads around having Jesus’ name on a V8 Ute.”

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\*Disclaimer

Fisher will continue racing in the circuit with the next race in Wakefield Park in April. He is also looking for sponsors to support his Ute.

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