



(G)Race Car

Of all advertising mediums, a brand emblazoning on the side of a racecar may be one of the most unique. To the Grace Community Church of Fremont, Ohio, it was just another way of supporting a church member and spreading the Gospel.

When Brian Smith, a 410 sprint-car driver with almost 23 years of racing experience, and his wife Kimberly began attending Grace Community, Pastor Keith Pinkerton saw an opportunity to share God's love. "Brian [has] a sterling testimony for Christ both on and off the track," Pinkerton explained. "[Grace Community] had some advertising money set aside, and we wanted to introduce more people to Christ. Sponsoring [Brian's] car is a conduit for that."

In a town where racing enjoys immense popularity, team Smith and Community Grace reach hundreds of nonbelievers each race day with the simple presence of the church's logo on the wing of the car. "It gives us an opportunity to invite people to church," said Smith. "It's an easy way to bring up the 'God conversation. This makes it really natural."

This story was first published at graceconnect.us/grace-car. Go to graceconnect.us to subscribe to the weekly e-newsletter that tells how God is working through the people and churches in the Fellowship of Grace Brethren Churches.

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