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Century Packing Corporation to partner with

Gerardo Bonilla for the Star Mazda Sebring opener

Orlando FL- 2005 Skip Barber National Champion, Gerardo Bonilla, and the BMS Group are pleased to announce a partnership agreement with the Century Packing Corporation based in Caguas, Puerto Rico. Century Packing Corporation is well known in Puerto Rico for their Carmela Sausage products and has expanded their sales into the United States, primarily in Florida, New York and Connecticut.

“We are pleased to join Gerardo as he begins his quest to win the Star Mazda Championship,” said Louise Mackay of the Century Packing Corporation. “We look for the marketing exposure to bring awareness to our Carmela Sausage product.” The company has 50% of the Puerto Rican market share and is increasing their U.S. sales through several distributors.

Bonilla, born in Puerto Rico in 1975, moved to the United States with his family in his early years. “We are pleased to have partnered with the Carmela Sausage brand and the fun group of people at Century Packing Corporation,” said Bonilla. “This is an appropriate fit for their marketing program since south Florida is a big market for their product.”

“This is their first racing sponsorship and we are looking forward to seeing our relationship grow this season,” stated Ken Burris of the BMS Group. “With Gerardo having a strong Puerto Rican background, we look forward to building more marketing partnerships with Puerto Rican companies.”

The Sebring race on March 17th begins a twelve race season for the Star Mazda Championship presented by Goodyear. The series is a stepping stone for some of today’s top open wheel drivers. By racing on the same weekend with Formula 1 and Champ Car, the drivers get to show their skills on the world stage. “I am very excited to be in the Star Mazda series with the Anderson Racing Team,” said Bonilla. “I have a great relationship with my engineer, Remi Lanteigne. He has a library of racing experience and we look to race at the front this season.”

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