



*Fox on the*

**FOX**

Jay Fox fuels Mini Roadracing craze



By Shawn Finn  
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**I**t is hard to find a well-established organization these days that cannot attribute its success to one person or persons that has nurtured it from an idea to something tangible that others can enjoy. No different is the Alberta Mini Roadracing Association out in western Canada. The success that the AMRA as well as the Canadian National Mini Roadracing Association (CNMRA) have enjoyed over the last decade can be attributed to the hard work and dedication of Jay Fox and his family.

Just like many of us Mini road racers, Fox's first introduction to the sport was by chance. Back in 2000 he had the opportunity to try it for the first time at an Alberta YSR Club event at Varsity Speed Park in Calgary, the same track that the AMRA now calls home. What really attracted Fox to the sport was not just that he could go motorcycle racing on a small budget, but that he would be able to enjoy racing with (and eventually against) his then 11-year-old son Matthew.

As Fox started to become involved with the club, he noticed that there were a lot of ideas and an abundance of enthusiasm but a lack of leadership to move the club forward. He decided to step up to the plate and invest some of his time to put these ideas into motion, and it wasn't long before the YSR Club elected Jay Fox as President of the newly named Alberta Mini Roadracing Association. Fox remembers the group's mentality in those early years. "When it needed to be done, we just did it," he recalls. "If a new idea came about to promote our club, it just got done, and still today we carry that get-it-done attitude."

The big secret is that Jay didn't do it alone. We've all heard the saying, "Behind every good man stands a great woman." That statement couldn't be truer in the case of Jay Fox and his wife Bernadette. To say that the AMRA and CNMRA series were all a result of Fox's hard work would be to overlook a big portion of the equation. For those of us that have attended an AMRA event or especially a CNMRA National round, you'll find Bernadette ensuring that the event administration is looked after, the rules and regulations are adhered to and the trophies are distributed accurately and promptly.

The Foxes have also made significant headway in procuring recognition for the AMRA as an amateur sport club and, as a result, the group has received many amateur sport grants including hosting and facility grants. Manufacturers and dealerships have also provided great support, which in part has allowed the AMRA to acquire quite a stock of bikes and equipment which it loans to riders. This has played a big hand in membership growth by introducing new riders from age seven and up to the sport.

Like many families over the past 10 years, the Foxes have enjoyed competing in the sport of Mini Roadracing together with other families but also within their own family. When Jay first became involved, it was his son Matthew who was fast and would regularly kick Dad's butt on the track. Now Matthew's 15-year-old sister Allyssa is schooling the family with her talents. Allyssa has competed in almost every class that Mini Roadracing has to offer and has even raced in the CBR125 Challenge with the Parts Canada Cana-



dian Superbike series. Like many female riders in Canada, Allyssa is helping to forge a new era for young women who are interested in racing motorcycles.

Having spent a decade traveling throughout western Canada, the Fox family has been the catalyst in creating North America's only nationwide Mini Roadracing series (the CNMRA) at various kart tracks on top of hosting up to 34 regional events a year in Calgary. The Calgary and Edmonton Motorcycle shows have even held indoor events, which have helped showcase not only the sport but the future stars of Superbike.

Overall, Jay and Bernadette have dedicated a lot of time and effort to what is basically a for-fun, family sport. So has the effort been worth it? If you ask the Foxes, the answer is an overwhelming yes! Since 2005 the CNMRA series has seen a lot of talented racers come out of the west, some of whom advanced to other series. For Fox however, the most important thing is that these riders maintain the values of camaraderie and sportsmanship that Mini Roadracing prides itself on.

The best part of today's series is the deep family aspect and the young female talent that continues to develop. For the first time in our history, teenage ladies outnumber male teens and are extremely competitive - if not dominant - in today's AMRA series. One can only imagine what will result from this large influx of ladies infiltrating the Canadian Superbike series



**While Jay Fox is considered the catalyst for Mini Roadracing's success in Canada, his whole family has been heavily involved. Wife Bernadette oversees administration, rules and regulations at AMRA and CNMRA events, while Alyssa (#87 above, leading Dad through a sweeping turn) and her brother Matthew have been known to show Dad the backs of their bikes on the track every now and again.**



over the next five to ten years. As far as Fox's vision for the future of Mini Roadracing, he remains very optimistic.

"I predict a positive future for Mini Roadracing in Canada based on the strength of the western clubs," says Fox. "My personal goal is to see our race series and the family aspect become established out east, where I feel it would flourish. But I think we will have to find another Jay Fox

before that is going to happen."

If you have worked with or raced against Jay Fox, there are two things you've probably come to learn. The first is that he is a man that believes in family and in promoting the values that the sport of Mini Roadracing instills in its youth. The second is that on track, he's just a racer who's not slowing down!