

Hollie McRae joins Irish Tarmac Rally Championship as Social Media Coordinator

The Tarmac Rally Organisers' Association is delighted to announce the appointment of McRae Media as Social Media Coordinator for the 2026 NAPA Auto Parts Irish Tarmac Rally Championship season.

The appointment sees one of rallying's most recognisable names taking on a key position within Ireland's premier motorsport series.

Since founding McRae Media (@_mcraemedia) in 2023, Hollie McRae has established herself as one of rallying's most dynamic content creators. Operating the business entirely by herself, she has worked with leading drivers including Max McRae, Hayden Paddon, Matt Edwards, Jon Armstrong, and Josh McErlean.

Her broadcasting credentials include presenting the British Rally Championship programme on ITV4 for the past two seasons, while she has also served as stage-end reporter at various European Rally Championship events throughout 2024 and 2025.

McRae Media's portfolio extends to prestigious international events, including the East African Safari Classic Rally, Rally Barbados, and Rally International du Valais.

McRae will take up her role ahead of the Galway International Rally, which marks the start of the 2026 season for the International, Modified, and Junior categories. The Wales Motorsport Historic ITRC is already underway following November's successful Killarney Historic Rally.

The Irish Tarmac Rally Championship wishes to extend its thanks and gratitude to last year's Social Media Coordinator, Elaine Ni She, for her brilliant contribution to the championship.

Hollie McRae, McRae Media:

"I'm really looking forward to working with everyone involved in the ITRC in 2026 and taking on a new challenge in my career. When the job was first mentioned, it got me really excited, as although I've not spent too much time over in Ireland, I've had a few experiences of the championship and some very special memories that have been made there.

"I made it over for the Donegal Rally this year to cheer on and assist my boyfriend, Jon Armstrong, for the weekend. At this event, I felt that a lot of Irish rally fans discovered McRae Media for the first time, and I could really feel the love.

"The 2015 Circuit of Ireland was the first rally I attended since the Colin McRae Forest Stages tribute rally in 2008, an emotional step back into the sport and a renewed taste of what rallying is all about as someone that was a little older and able to understand it a little better.

"Each time I travel to Ireland, I am very quickly reminded just how much love there is for the McRae name across the Irish Sea, and I hope that this news puts a huge smile on a lot of people's faces."

Colman Hegarty, TROA Chairman:

"We are delighted to welcome Hollie to the ITRC team. Obviously, the McRae name is synonymous with rallying over many years, and Hollie brings all that experience to the

championship. I am looking forward to 2026 and working with Hollie to further promote the Irish Tarmac Rally Championship."

Sean Hayde, ITRC Manager:

"On behalf of the Irish Tarmac Rally Championship, I'm delighted to welcome Hollie McRae to our team for the year ahead. As Manager, it's a privilege to bring someone on board with Hollie's passion, energy, and deep understanding of rallying culture. Her commitment and her ability to capture the spirit of the sport will bring a new dimension to how we showcase the championship.

"The Irish Tarmac Rally Championship has always been built on community, competition, and heritage — and strong, engaging coverage plays a huge part in sharing that with fans across Ireland and beyond. Hollie's talent will help us elevate that connection, highlight our competitors, and shine a brighter spotlight on every event throughout the season."

Adam Hall, ITRC Press Officer

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