



For Immediate Release

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**NASCAR SPEEDPARK IN SMOKY MOUNTAINS WILL UNITE ON NASCAR DAY
FOR NASCAR DAY CAR WASH FOR KIDS**

***Car Wash Fundraiser to Benefit The NASCAR Foundation and Smoky Mountains
Children's Home***

SEVIERVILLE, TN (May 10, 2011) — In an effort to help children lead happier, healthier lives, NASCAR SpeedPark® will unite to celebrate NASCAR Day on May 20 with the NASCAR Day Car Wash for Kids, a NASCAR Unites national fundraiser engaging motorsports racetracks, charities, sponsors and more to support children's charities. NASCAR SpeedPark® will join more than 20 locations stretching from Concord, N.C. to Fontana, Calif. uniting for the NASCAR Day Car Wash for Kids.

"NASCAR SpeedPark® is proud to be a part of this conglomerate effort for children's causes," said Benjamin Hess, Assistant General Manager of NASCAR SpeedPark®. "This event is a great way for fans and local residents to come out, see our venue and participate in a national fundraising effort."

Funds raised through the NASCAR Day Car Wash for Kids event will benefit The NASCAR Foundation and Smoky Mountains Children's Home local charity. The NASCAR Foundation is committed to children's causes and, through the NASCAR Unites campaign, has vowed to raise \$1 million and generate 1 million volunteer hours in 2011. Smoky Mountains Children's Home provides care for at risk children and teens through its Residential Care and Foster Care programs. Through family counseling, individual therapy, educational opportunities and structured group living the Smoky Mountain Children's Hospital provides a continuum of care tailored for each residents need.



NASCAR SpeedPark Car Wash for Kids event will be open from 9 a.m. to 6 p.m. For a \$10 donation, attendees will receive a car wash and a NASCAR Unites wristband. NASCAR Unites wristbands showcase supporter's passion for children's causes and encourage volunteerism in local communities.

The NASCAR Day Car Wash for Kids will mark the eighth annual charitable celebration of NASCAR Day. To date NASCAR Day has raised more than \$8 million for The NASCAR Foundation, sent more than 500 kids to Victory Junction, treated more than 19,000 pediatric patients annually at Speediatrics units and granted more than 500 NASCAR-themed wishes.

Products donated by 3M Company include car wash and waxes which are the Official Car Appearance Products of NASCAR and will be used at each Car Wash for Kids location. For more information, visit Nascarspeedpark.com/tn and NASCAR.COM/Unites.

ABOUT NASCAR SPEEDPARK®

The "Official Family Fun Park of NASCAR®", NASCAR SpeedPark's five exciting locations in Myrtle Beach, S.C., Concord, N.C., Sevierville, Tenn., St. Louis, Mo. and Toronto, Ontario, are among North America's top tourist attractions. Owned and operated by PARC Management, LLC, NASCAR SpeedPark Smoky Mountains offers 25 acres of race-themed go-kart tracks, miniature golf, kids' rides, family thrill rides, indoor rock climbing and play areas, arcade and more. www.NASCARSPEEDPARK.COM

ABOUT THE NASCAR FOUNDATION

The National Association for Stock Car Auto Racing Inc., (NASCAR) launched The NASCAR Foundation in January 2006. The Foundation is a 501(c) (3) non-profit entity that embodies the compassion of the NASCAR family and its commitment to serving communities. The NASCAR Foundation seeks to raise funds and increase volunteerism to support nonprofit charities and charitable causes throughout the nation with an emphasis placed on initiatives that affect the ability of children to live, learn and play.

The NASCAR Foundation recently launched NASCAR Unites, a campaign focused on raising \$1 million and generating one million volunteer hours for children's charities. For more information on The NASCAR Foundation and NASCAR Unites, please visit the website: WWW.NASCAR.COM/foundation and WWW.NASCAR.COM/unites.



ABOUT SMOKY MOUNTAINS CHILDREN'S HOME

Smoky Mountain Children's Home provides care for at risk children and teens through its Residential Care and Foster Care programs. The home creates a safe and supportive environment for each resident to discover their talents, build on their strengths and through the care of a trained staff each resident has the opportunity to overcome the circumstances of their past while exploring a world of opportunity for their future.

For additional information, contact:

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