



**For Immediate Release**

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**NASCAR SPEEDPARK CARES  
SEVIER COUNTY DAYS AT NASCAR SPEEDPARK  
Locals Enjoy Complimentary Admission with a \$5 and Canned Food Donation**

**Sevierville, Tenn.** (Oct. 21, 2014) – NASCAR SpeedPark Smoky Mountains, the official family fun park of NASCAR®, celebrates its local community during Sevier County Days, Nov. 3 through Nov. 9. Any person who resides or works in Sevier County and who donates \$5 and one canned food item will receive entrance into NASCAR SpeedPark to enjoy all-day, unlimited play.

Local guests also will receive 10 free tokens for arcade play, door prize tickets for in-park giveaways, a 20 percent discount on all food purchases and a 40 percent discount on all merchandise purchases. In addition, the first 25 local guests admitted to the park each day will receive a 1/64<sup>th</sup> collectible NASCAR® die-cast car. All local guests will also receive a special goodie bag to commemorate their visit.

Special events throughout the week include Church Youth Group Night on Wednesday, Nov. 5, from 6 p.m. to 8 p.m. Local youth groups are encouraged to bring their friends and family to enjoy a fun, faith-filled evening in the park that includes a brief worship service and performance by the Chaco Quartet. The Family Harvest Festival is Saturday, Nov. 8, from 11 a.m. to 6 p.m. Locals in attendance will have the opportunity to visit the booths of numerous community partners, as well as enjoy balloon artists, face painting, sand cross crafts, stilt walkers and other family-friendly games.

PARC, the operator of NASCAR SpeedPark Smoky Mountains, is committed to supporting the community by pursuing nonprofit partnerships in Sevier County and investing in its residents. Donations collected during Sevier County Days will help support the United Way of Sevier County, PARC Foundation and the Sevier County Food Ministries.

“We’re taking Sevier County Days to the next level by offering a week long opportunity for locals and their family to enjoy the park,” said Ben Hess, General Manager of NASCAR SpeedPark Smoky Mountains. “NASCAR SpeedPark is a values-driven company and creating treasured memories is at the core of our mission. We’ve been blessed to be in the Sevier County community and consider it a true privilege to have the opportunity to provide a place where the community can come together and have fun, while benefiting some great causes.”

Hours of operation during Sevier County Days are Monday, Tuesday and Sunday from 11 a.m. to 6 p.m.; Wednesday through Friday 11 a.m. to 8 p.m.; and Saturday from 11 a.m. to 10 p.m. Photo identification proving Sevier County residency or a current check pay stub proving employment in the county will be required for park entry.

**About NASCAR SpeedPark® Smoky Mountains**

The “Official Family Fun Park of NASCAR®”, NASCAR SpeedPark Smoky Mountains is among North America’s top tourist attractions. Owned and operated by PARC, 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](http://www.NASCARSpeedPark.com)

**About PARC Foundation**

The “Heart” of PARC, PARC Foundation exists to strengthen the heart, mind, body and spirits of children and communities. PARC Foundation accomplishes this by connecting the friends and families of PARC with each other and with the communities we serve, with the spirit of God’s love. The Foundation also recognizes heroes who inspire us all to use our unique gifts to help each other, and works to develop the platform for long-lasting, sustainable change. At PARC Foundation we know that SMILES INSPIRE! [www.parc-foundation.org](http://www.parc-foundation.org)

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