

AAA TEXAS 500 STORYLINES NOVEMBER 2-5 / TEXAS MOTOR SPEEDWAY

TEXAS MOTOR SPEEDWAY

“ROCKY” ROAD FOR TRUEX JR.: Texas Motor Speedway will provide the media with a sneak peek of its ever-popular “Head Over Body” video series featuring the heads of racing stars in scenes from popular movies.

The videos will make their debut during the AAA Texas 500 on Big Hoss, the world’s largest TV, but the entertaining videos make great digital and social content for media outlets as well.

Championship contender Martin Truex Jr. of underdog Furniture Row Racing will be featured as Sylvester Stallone’s Rocky Balboa in the 1976 boxing classic, “Rocky.” Kevin Harvick will be Macaulay Culkin’s character Kevin McCallister while Kyle Busch and Austin Dillon play the bad guys in the 1990 movie, “Home Alone.”

The videos will be released to media during race week, tentatively Wednesday, Nov. 1.

LEVY RESTAURANTS PLANING SOMETHING GR-EIGHT: In honor of Dale Earnhardt Jr.’s final Monster Energy NASCAR Cup Series race at Texas Motor Speedway, Levy Restaurants is providing a special treat for JR Nation fans to help in his celebratory sendoff.

Levy is set to produce a specialty pretzel appropriately shaped into the No. 88 – Earnhardt Jr.’s signature Hendrick Motorsports car number. The pretzels, which will include two dipping sauces, will be packaged with Earnhardt Jr.’s JR Nation Appreci88ion Tour logo and sold at select concession stands across the concourse.

Levy will have a giant-sized replica available for media use/stand-ups if needed.

Levy also will be producing a Big Hoss BLT sandwich that will be branded on the bread with an outline of the state of Texas and the SMI corporate logo. The two items will be unveiled in tandem the week prior to the race, along with a video package.

HARVICK TRYING TO KEEP HIS HEAD UP: Monster Energy NASCAR Cup Series champion Kevin Harvick could be described as bobble-headed entering the AAA Texas 500.

Harvick and his signature Jimmy John’s hat and fire suit will be featured as a commemorative bobblehead, awarded to the first 30,000 attending the AAA Texas 500.

Harvick is the final driver in the three-part series for 2017. He joins fellow Stewart-Haas Racing driver Danica Patrick (April) and Verizon IndyCar Series driver Graham Rahal (June). Last year, Stewart-Haas Racing co-owner and three-time Cup champion Tony Stewart was featured as a bobblehead.

Texas Motor Speedway also has a life-sized bobblehead of Harvick on hand for race week as well as doling out the smaller versions. TMS also has produced two videos of the Harvick bobblehead making Jimmy John's sandwiches as well as making a delivery run that will be available Monday, Oct. 16.

TEXAS STRONG: NASCAR teams in all three national series will honor the state of Texas following the devastation from Hurricane Harvey with "Texas Strong" decals for all the race vehicles competing during the AAA Texas 500 race weekend.

In the aftermath of the hurricane, NASCAR began an industry-wide drive for donations through its NASCAR Foundation. Donations through The NASCAR Foundation

www.nascarfoundation.org provided truckloads of disaster relief supplies, such as bottled water, ready-to-eat food, hygiene items and more through the Foundation's support of children and families being directly impacted by the storm.

Shell pledged \$1 million to the Red Cross and Joey Logano, who drives the No. 22 Shell Ford, added another \$25,000 for disaster relief. NASCAR

XFINITY Series driver Elliott Sadler, who has friends in the Houston area, donated his portion of his race winnings from the Darlington race to the relief fund efforts. Texas Motor Speedway conducted a Hurricane Harvey Donation Drive that became a primary drop-off area for Fort Worth-area residents looking to help out the relief efforts for essential items for those affected.

DON'T FORGET THE KIDS: Texas Motor Speedway has provided yet another reason for parents to bring along their children for the AAA Texas 500 weekend.

Kids 12 and under get in free to Friday's activities that includes Texas Lottery Salute to Veterans Qualifying Days for the Camping World Truck Series and Monster Energy NASCAR Cup Series as well as the JAG Metals 350 Driving Hurricane Harvey Relief truck series race, set for 7 p.m.

Kids are also admitted free to Saturday's O'Reilly Auto Parts 300 NASCAR XFINITY Series race.

Admission for Sunday's AAA Texas 500 Monster Energy NASCAR Cup Series race is just \$10.

MONSTER ENERGY NASCAR CUP SERIES

AUSTIN DILLON TO CELEBRATE OLYMPIC 100-DAY COUNTDOWN: Richard Childress Racing driver Austin Dillon and race sponsor Dow will unveil a special paint



scheme to celebrate the upcoming 2018 Winter Olympics in Pyeongchang, South Korea, that he will run in the AAA Texas 500.

Dillon, the defending polesitter of the AAA Texas 500, will be in Dallas/Fort Worth on Wednesday, Nov. 1 to unveil his special paint scheme on the 100-day mark from the start of the Winter Olympics. The unveiling also is fitting as it comes on the same day as the start of the Olympic Torch Relay.

More details will come as we get closer to the event.

MONSTER MOTORSPORTS DAY: More than two dozen Toyota-powered motorsports drivers will visit the car manufacturer's new headquarters in Plano to celebrate its inaugural Toyota Motorsports Day on Thursday, Nov. 2, with its 5,000-plus employees at the spacious Toyota Motor North America campus.

The outdoor event, scheduled from 8:30 a.m.-12:30 p.m., will feature Toyota drivers from the various series they compete in, including NASCAR Cup drivers such as Martin Truex Jr., Kyle Busch, Denny Hamlin and Matt Kenseth that will be taking part in the AAA Texas 500 playoff tripleheader weekend. In addition to NASCAR's three national series, drivers representing Toyota in NHRA, IMSA, TORC, Rally and Formula Drift will be on hand.

Media availability times with the NASCAR national series drivers are as follows:

8:30 – 8:50 a.m. – Kyle Busch, Daniel Suarez and Erik Jones

12 – 12:30 p.m. – Denny Hamlin, Matt Kenseth and Martin Truex Jr.

JUNIOR'S FINAL RIDE: Dale Earnhardt Jr. will be making his final start at Texas Motor Speedway in the AAA Texas 500 as the sport's superstar will be retiring from Cup racing at the conclusion of the season.

Earnhardt Jr., who announced April 25 that the 2017 Monster Energy NASCAR Cup Series season would be his last in the Hendrick Motorsports No. 88 Chevrolet, has a special bond with Texas Motor Speedway as he makes his final visit. The speedway is the home to his first career wins in both the Cup (2000) and XFINITY Series (1998).

Earnhardt Jr. will visit with the media, as well as receive his much-anticipated gift from Texas Motor Speedway President Eddie Gossage during a press conference scheduled for Friday, Nov. 3, from 1:40-2:10 p.m. CT in the infield media center.

Gossage gave retiring Jeff Gordon a pair of Shetland ponies, retiring Tony Stewart a life-sized bobblehead so what is in store for Junior? It will be quite the visual once again. It will be the only media availability with Earnhardt Jr. for the weekend.

JUNIOR COLLATERAL: Dale Jr.'s final race at Texas Motor Speedway will have additional assets to media to assist in their coverage. TMS will produce video packages (b-roll for TV, finished for digital) that include Cup drivers discussing his final race and Junior's first Cup and XFINITY wins coming at Texas. A photo gallery from those first two wins also will be available, highlighted by the iconic image of Dale Sr. hugging his son in Victory Lane. TMS also is producing an infographic that showcases his

achievements at TMS as well as an interesting Did You Know? piece (He has run enough miles at TMS to make a full lap on the Great Wall of China).

LOWES TEAM NEVER STOPS IMPROVING: Championship contender Jimmie Johnson is in the hunt for his eighth Monster Energy NASCAR Cup Series crown, which would break a tie with icons Dale Earnhardt Sr. and Richard Petty.

It was a mark that few thought any other driver would attain, much less surpass but the 42-year-old California is in the NASCAR Playoff picture once again. Should he advance to the Round of 8, the AAA Texas 500 could be the race that earns him a berth in the Championship 4 season finale at Homestead-Miami Speedway.

He owns a record seven Cup victories at Texas Motor Speedway with the most recent coming in April's O'Reilly Auto Parts 500, the series' first race on Texas Motor Speedway's newly repaved and re-profiled racing surface. Johnson has dominated the fall race at Texas, winning the AAA Texas 500 four consecutive years from 2012-15. In addition to holding the record among Cup drivers for wins at Texas, he also is the leader in top 5s (15), top 10s (21) and laps led (1,041).

ALL BUSINESS: Danica Patrick, competing for Stewart-Haas Racing in her fifth full season in the Monster Energy NASCAR Cup Series, is still in search of a ride for the 2018 season, but she is busy with several other business ventures outside of the cockpit. Among those include:

- **EPIX Documentary:** Currently scheduled to debut on Nov. 8: In *Danica*, the racing superstar reveals herself like never before: as a competitor eagerly preparing for her next race; a woman confidently considering when she wants to start a family; and a budding mogul carefully thinking about her next steps. Directed by award-winning journalist and pioneer in sports broadcasting Hannah Storm (Brainstormin Productions), this documentary will take a rare, candid look at an icon, capturing never-before-seen moments on and off the track with Danica Patrick and those closest to her.
- **Warrior by Danica Patrick:** Patrick launched an athleisure clothing line, Warrior by Danica Patrick, on HSN earlier this year. The line includes leggings, tees and other athleisure apparel.
- **Pretty Intense:** Scheduled for release in January 2018, "Pretty Intense" is a book that will feature a 90-day mind, body and food plan to help people realize their health and fitness goals. It includes recipes from Patrick as well as a complete workout plan.
- **Somnium Wine:** Patrick purchased a property in Napa Valley in 2009 and vineyard development began in 2011. The winery released the 2014 Cabernet Sauvignon – the first vintage – this year.

Patrick became the first woman to win a NASCAR Cup Series pole award by setting the fastest time in qualifying for the Daytona 500 in 2013. She also holds records for becoming the first woman to lead laps under green-flag conditions, has made more NASCAR Cup Series starts than any other woman and holds the record for the most top-10 finishes of any female in NASCAR Cup Series competition with a total of seven top-10s.

Patrick burst onto the scene in May 2005 when she stunned the world by leading 19 laps and finishing fourth in her first Indianapolis 500, becoming the first woman to lead laps and score a top-five finish in the historic race. Three years later, in April 2008, Patrick became the first woman to win a major-league open-wheel race in a North American series with her victory in the IndyCar Series Indy Japan 300 at the Twin Ring Motegi oval in Japan.

CHASE-ING A YOUNGER DEMO: Monster Energy NASCAR Cup Series superstar Chase Elliott can relate to college students.

That's why Elliott took time to visit with North Texas area college students as he spoke with TCU students on Oct. 5 in a Skype session. His discussion served as the impetus for an interactive NASCAR marketing project for students that entails producing a comprehensive marketing strategy for his student-only tailgate party during the AAA Texas 500 named Chase U.

The students collectively created a marketing strategy to share with Texas Motor Speedway representatives, who will then move forward in taking their ideas to promote Chase U to other Dallas/Fort Worth-area universities. The University of North Texas also has committed to a sports marketing class taking part in the program and creating its own plan.

Chase U is the official collegiate tailgate party of the AAA Texas 500 with tickets at a college-friendly price. Elliott and Hooters Restaurant will play host to the student-only tailgate on race day that includes free Hooters food and a ticket to the AAA Texas 500 (\$24). Elliott also will make a special appearance at the tailgate party and visit with the students.

TRUEX JR. FEELING GOOD FOR SO MANY REASONS: Martin Truex Jr. won the Round of 12 opener at Charlotte to earn an automatic berth in the Round of 8, which includes the AAA Texas 500 as the second of three races in that segment.

The regular-season champion already has recorded a career-best and series-high six victories this season (through Charlotte) and is a favorite to capture his first Cup series crown.

Truex Jr.'s focus has been incredible while standing by the side of his longtime girlfriend Sherry Pollex, who had a recurrence of ovarian cancer in July. She started chemotherapy after doctors located a Ping Pong ball-sized recurrence of cancer in her spleen.

Despite all the adversity, enjoy Truex Jr.'s success has served as an escape for Pollex while her battle with cancer has shown him that life is more than success on the track.

BUESCHER'S SUCCESS TAKES A WOMAN'S TOUCH: Prosper native Chris Buescher's success at JTG Daugherty Racing comes with the help of tire specialist Liz Prestella, who is part of a growing number of women with key roles in the NASCAR garage.

Prestella, a native Southern Californian, has worked her way through the ranks and various positions to get to where she is today in the Cup Series. Her journey began as

an intern with Camping World Truck Series driver Jennifer Jo Cobb that also included interior and decal work. She followed with stints with the teams of Derrike Cope, Jay Robinson and Tommy Baldwin before joining JTG as the company expanded to a two-car organization with Buescher this season.

As a tire specialist, Prestella is in charge of carefully measuring and examining the tires before they hit the track on Buescher's No. 37 JTG Daugherty Racing Chevrolet.

Prestella is part of a growing trend of women taking important roles in a sport once dominated by men.

"I hope that I am helping make young girls see that it's possible for them to work in racing and work on cars, and not be limited just because they are female," Prestella said.

XFINITY SERIES

RACE AGAINST A BRAIN TUMOR: Joe Gibbs Racing driver Matt Tifft finds himself trying to survive the elimination style of the NASCAR XFINITY Series Playoffs as he advanced through the opening round and into the Round of 8.

A year ago, he also was trying to survive, but it wasn't in the NASCAR Playoffs. It was from a brain tumor.

Tifft, a 21-year-old from Fairfax, Virginia, had a slow-growing brain tumor – also known as a low-grade glioma – discovered while being treated for a disc condition in his back in June of last year. He missed 11 weeks recovering from the surgery and a year later he finds himself competing for an XFINITY Series championship.

On the one-year anniversary of the surgery, he proudly showed us his scar on Twitter. The only reminder is that scar of the growth doctors believe had developed inside his skull for between six and eight years. The life-changing procedure has had a positive effect on Tifft, who is now a spokesperson for the American Brain Tumor Association. He also helped raise more than \$135,000 earlier this year to raise awareness and increase resources for those impacted by brain tumors.

"I am doing a lot of advocacy for brain tumor awareness," Tifft said. "I think it will always own that part of me. It happened."

The tumor caused Tifft to have sensitivity to light and a general feeling that something wasn't right. Although this type of tumor can reoccur, Tifft said he has no symptoms and is at no greater risk of concussion or other neurological risks than any other drivers. "We put ourselves, as drivers, at risk every weekend, going through a life-changing procedure like brain surgery is still a big deal," Tifft said. "When I was sitting out and away from the car, it made me appreciate life more, including the little things that you thought were aggravating. When you're away from the track, you miss those things. You just want to get back."

HURRICANE HARVEY ON HIS MIND: Brennan Poole is in the midst of chasing the NASCAR XFINITY Series championship, but also has the aftermath of Hurricane Harvey lingering in his mind as he makes a return trip to Texas for the O'Reilly Auto Parts 300.

Poole is a native of The Woodlands that is 30 miles north of Houston and he had a number for family and friends that were affected by Hurricane Harvey when it made landfall on the Texas Gulf Coast on Aug. 25.

"Houston is my home," Poole said. "It's tough to see all of my friends and family and my cousins and uncles and everybody battling with the disaster down there."

Following the hurricane, Rick Ware Racing ran a "Pray For Texas" paint scheme at Darlington on their son Cody Ware's No. 51 entry in the Monster Energy NASCAR Cup Series. Owners Rick and Lisa Ware, high school sweethearts from the Houston area, had several family members that were forced to evacuate and also found out that both of their high schools were under water.

Texas Motor Speedway also is planning a parade lap to honor all those who assisted in the relief efforts following Hurricane Harvey.

NASCAR CAMPING WORLD TRUCK SERIES

RINGING THE BELL: Christopher Bell, a Norman, Okla. native, was the regular-season champion in the NASCAR Camping World Truck Series and remains a favorite in the playoffs as he pursues his first series championship. Bell already earned an automatic berth in the Round of 6 with a win at New Hampshire in the No. 4 entry for Kyle Busch Motorsports. Texas Motor Speedway will play host to a Round of 6 race Friday, Nov. 3, with the JAG Metals 350 Driving Hurricane Harvey Relief.

When Bell isn't racing in the NASCAR series or at a dirt track, he is devoting time to his new passion: golf. He took up the sport last year and has been hooked ever since. Bell will be in market – either Dallas/Fort Worth or Oklahoma City – on Tuesday, Oct. 24, and participating in a golfing media event that could incorporate TopGolf or the University of Oklahoma in his hometown. A b-roll package as well as phone interviews will be available regardless of locale. Details to follow as the event gets closer.

NASCAR PIT CREW MEMBER MAKES HISTORY: Earlier this season, Brehanna Daniels became the first African-American woman to pit a vehicle in a NASCAR national series race at Dover International Speedway.

Daniels, a 23-year-old Virginia native, actually made history twice as she served as a tire changer for driver Cody Ware in the Camping World Truck Series and then the following day in the same capacity for Mike Harmon in the XFINITY Series during the June race weekend.

She is tentatively scheduled to take part as a pit crew member during the AAA Texas 500 playoff tripleheader at Texas Motor Speedway in at least one of the series.

A former student-athlete at Norfolk State University, she entered the NASCAR Rev Racing Drive for Diversity Pit Crew program last year. She trained for several months at Rev Racing in Concord, North Carolina, and then at Xcalibur Pit School in neighboring Mooresville before making her debut in an April 8 ARCA race at Fairgrounds Speedway Nashville. The team realized it was short a tire carrier and she quickly stepped up and became the first African-American female to go over the wall in any national racing series.

She then quickly found her way to the NASCAR national series level, landing race-weekend roles in both the Camping World Truck Series and XFINITY Series.

ENTERTAINMENT

TEXAS MOTOR SPEEDWAY EXPECTING A CHIPPER WEEKEND: Chip Gaines, who co-stars with his wife Joanna on HGTV's hit television show *Fixer Upper*, will serve as the honorary pace car driver for the AAA Texas 500 Monster Energy NASCAR Cup Series playoff race Sunday, Nov. 5, at Texas Motor Speedway. Gaines will lead a pack of 40 drivers, including the Round of 8 championship contenders, to the green flag in the official 2017 Chevrolet SS pace car in his role as the honorary pace car driver for the AAA Texas 500. He also will be acknowledged at the driver/crew chief meeting in the NASCAR XFINITY Series garage prior to the race at 11 a.m. CT and on stage during pre-race festivities. ***Gaines will be available to the media following his pace car practice at 8:30 a.m. CT Sunday on pit road.***

AUSTIN'S RISING POP STAR: Madison McWilliams, a rapidly emerging teenage pop star from Austin, Texas, will sing the National Anthem prior to the O'Reilly Auto Parts 300 NASCAR XFINITY Series race.

The 16-year-old McWilliams has been a whirlwind of activity with the releases of singles, music videos and her debut EP; live performances at major events; and numerous interviews with various media outlets, including several high-profile teen outlets, that are following her meteoric rise in the music industry. McWilliams has performed the National Anthem at a number of events previously, but the O'Reilly Auto Parts 300 will be her first at a NASCAR event.

"Performing the National Anthem at Texas Motor Speedway is a dream come true," McWilliams said. "As a native Texan, being at the O'Reilly Auto Parts 300 is already a thrill but having this opportunity with NASCAR is beyond anything I could imagine. I'm really looking forward to it –not to mention I just turned 16 so I can see which car I should ask my Mom for."

McWilliams released her debut EP "Madison" in June that consists of six songs she wrote: "Melodramatic," "Easy," "Burn and Crash," "End of the Tunnel," "We've Got Today," and "Fighter."

She has performed at several major events this year, including Austin's ever-popular SXSW in March and Make-A-Wish World Wish Day during April in San Antonio. She serves as an official Make-A-Wish ambassador for Central and South Texas and her song "Fighter" was written as a tribute to the Make-A-Wish children.

McWilliams' popularity continues to grow as she has been recently featured in national teen outlets *TigerBeat*, *Dream Teen Magazine* (cover), *Popstar! Magazine*, *Sweety High* and *Girls' Life*.

TMS SETS STAGE FOR ENTERTAINING WEEKEND: Speedway Motorsports, Inc. and Texas Motor Speedway are bringing the entertainment feel back to the FanZone.

The AAA Texas 500 weekend will mark the TMS debut of the Trackside Live Stage, a program instituted by SMI at all eight of its speedways in 2017. The stage will feature musical entertainment, driver Q&A's, visits from Performance Racing Network (PRN) personalities, giveaways and driver/celebrity Q&A sessions. The stage will serve as a prominent feature in the FanZone as it sits outside Gate 3. A complete schedule with guests and activities will be provided during race weekend.

TMS GOES GREEN FOR PRE-RACE CONCERT: Texas Motor Speedway will go Green before the AAA Texas 500 even starts racing.

Texas country music artist Pat Green headlines the Loud & Proud Pre-Race Show Fueled by American Ethanol, scheduled for 11 a.m. CT on the frontstretch stage.

Green is known throughout the Lone Star State for his signature country music and his most recent album, *HOME*, earned him three Grammy nominations and sold over 2 million albums. Green is no stranger to performing in front of Texas Motor Speedway fans. He first performed before the November 2005 Dickies 500 and later returned to perform before the April 2009 Samsung 500.

Green will have available phone interview blocks to preview his performance.

SPEEDWAY CHILDREN'S CHARITIES

JUNIOR HEADED TO THE HALL: In his final season of competition in the Monster Energy NASCAR Cup Series, retiring Dale Earnhardt Jr. will have the honor of becoming the 19th inductee into the Texas Motorsports Hall of Fame.

The induction is set for Saturday, Nov. 4, in the Grand Ballroom of The Speedway Club as part of the Hall of Fame event benefitting Speedway Children's Charities-Texas.

The event, which begins at 11:30 a.m., also will include the presentation of awards to Kyle Busch (TMS Racer of the Year), James Hinchcliffe (Sportsmanship) and Mike Helton (Bruton Smith Legend).

Media availability with the award winners will be scheduled prior to the start of the sit-down luncheon. Tickets are \$88 and all proceeds benefit Speedway Children's Charities-Texas.

Note-Media spots are available for this event by contacting Louis Mora at (817) 215-8500 or by visiting lmora@texasmotorspeedway.com.

50/50 RAFFLE: Texas Motor Speedway on behalf of Speedway Children's Charities-Texas will be on the Constitutional Amendment Election Ballot scheduled for Tuesday, Nov. 7 following race weekend. The speedway is spearheading Proposition #5 – "The constitutional amendment on professional sports team charitable foundations conducting charitable raffles" – that would allow SCC to conduct 50/50 raffles during the speedway's racing events. Texas Motor Speedway and SCC would be joining all the other major-league sports teams in the state, including the Dallas Cowboys, Mavericks, Stars, Texas

Rangers and FC Dallas, that are permitted to conduct 50/50 raffles at their events. Voting begins October 23.

BUSINESS

SPONSORSHIP ANNOUNCEMENT ON TAP: Texas Motor Speedway will have a major sponsorship announcement at 9:15 a.m. on Sunday, Nov. 5, in the Fan Zone prior to the AAA Texas 500 NASCAR Playoff race. Details to follow as the announcement draws closer.

HITTING THE ACCELERATOR: Texas Motor Speedway's Business Acceleration Club, scheduled for a full launch in the 2018 racing season, has sold out its initial roll-out offering for the AAA Texas 500 Monster Energy NASCAR Cup Series race on Sunday, Nov. 5, that focuses on local businesses as well as Texas-based and national companies seeking entry-level sponsorship opportunities.

Texas Motor Speedway had a goal of eight companies for the AAA Texas 500 playoff race since the Business Acceleration Club was officially announced Sept. 18, and the speedway's sales department has exceeded that goal with 10 on board.

Texas Motor Speedway has secured six local companies along with two state and two national to exceed the 30-day goal of eight businesses for the early roll-out of the program at the AAA Texas 500.

The companies that will participate in November as well as for 2018 are Premier Truck Group (Dallas), Emergency Ice (Dallas), Liberty National Life Insurance (McKinney), TX Chili (Fort Worth), JAG Metals (Weatherford), 1000bulbs.com (Garland), Grande Communications (San Marcos), ITW (Houston), Primesport (Atlanta) and Fuzzy's Vodka (Indianapolis).

For small to mid-size businesses, the Club offers affordability to entertain clients, prospects and employees at a major sporting event and the opportunity to expand their business contacts. For larger companies, it provides a viable yet low-cost entry into the motorsports industry with room to grow the brand in a variety of ways.

With an entry point of \$28,500 annually, the speedway has developed a turnkey program that encompasses all three of Texas Motor Speedway's major races – the Monster Energy NASCAR Cup Series O'Reilly Auto Parts 500 in April, the Verizon IndyCar Series Texas 600 in June and the AAA Texas 500 – that features business-to-business opportunities, on-site marketing at the state's largest sports venue and VIP hospitality at each of those races.

Texas Motor Speedway is planning to expand the number of companies in the Business Acceleration Club to 25 for the 2018 racing season.

PEDAL TO THE METAL: JAG Metals LLC, a locally based company in Weatherford, secured the title sponsorship of the Nov. 3 NASCAR Camping World Truck Series playoff race at Texas Motor Speedway that will have an emphasis on helping those affected by Hurricane Harvey.

The race will raise awareness of those affected by the disaster by being branded the

JAG Metals 350 Driving Hurricane Harvey Relief.

The company, which specializes in quality metal buildings and roofing materials, commenced the new partnership with Texas Motor Speedway by donating \$5,000 to Speedway Children's Charities-Texas to benefit the hurricane relief efforts in south Texas. JAG Metals also is working with the speedway to organize drop-off destinations for non-perishable items that will be located at the main gates as well as the infield for fans attending the JAG Metals 350 Driving Hurricane Harvey Relief race day.

This will be JAG Metals' initial venture into a major entitlement as well as into the motorsports industry. The company, located west of Fort Worth and less than 50 miles southwest of the speedway, is looking for the motorsports partnership to help build and expand their brand in the local marketplace with B2B opportunities. Also, the NASCAR fan demographics align strongly with the company's target audience for their various products.

JAG Metals LLC is a Weatherford, Texas-based Metal Building supply company that provides complete packages of bolt-up and weld-up metal needs for contractors and construction companies as well as homeowners. The company processes metal panels for roofs, walls, metal buildings and just about anything in between. Since JAG Metals started in 2015, the company has grown into a trusted, customer service-based producer of all metal needs. JAG Metals has a diverse product line that offers supplies ranging from backyard buildings to mega-structures for cities as well as construction companies, storage facilities and the ever-popular "barndominium."