

Darlington Raceway Is Looking For Its Next Lady In Black

The search is on for the next "Lady in Black" at Darlington Raceway!

The track Too Tough To Tame is now accepting candidates for the 2014 "Lady in Black". The next "Lady in Black" will serve as the face of Darlington Raceway, representing the track at various community and media events, parties and its annual NASCAR Sprint Cup Series race weekend.

The position is an integral part of Darlington Raceway's efforts to focus on the fans and represent the track in the local community, which has supported it since 1950.

"We're excited for this search for our

next Lady in Black," track President Chip Wile said. "Our plan is to elevate this fan program to another level in 2014 and utilize this position more in our local community in addition to all the NASCAR race weekend festivities. The "Lady in Black" will be a valuable asset in keeping the raceway relevant year around."

To submit an application, simply visit www.DarlingtonRaceway.com/LadyIn-Black or the track's Facebook page from today, Oct. 1 to Thursday, Oct. 31 and sign up. Once registered, the candidate will receive a confirmation e-mail with further details on how to complete the application process. Applicants must be at



least 18 years of age to enter.

Darlington Raceway staff will narrow the field to five and have them participate in a "Meet the next Lady in Black" event at its first annual Speed & Feed BBQ Cook-Off and Car Show on Friday, Nov. 8 from 7 p.m. - 10 p.m.

Once the five finalists are selected, fans will have the opportunity to vote for the next "Lady in Black" at www.DarlingtonRaceway.com/LadyInBlack from November 11 to December 11, 2013.

The winner will be selected after voting concludes with the winner announced in mid-January of 2014 (date TBD).

"We want the community, our partners and fans to be engaged in this process to select our next Lady in Black," Wile said. "Their input is critical in selecting one of the finalists to represent Darlington Race-

way in 2014. We want to hear what they have to say so voting will be critical from November 11 until December 11, 2013. One vote could make all the difference."

For further information, contest rules and information, visit www.DarlingtonRaceway.com/LadyInBlack.

Darlington Raceway, or the track Too Tough To Tame as it is known to many, is where the purest of NASCAR competition meets true southern hospitality. A NASCAR staple since 1950, Darlington Raceway has seen some of motorsports most talented drivers thunder to Gatorade Victory Lane. You can keep up with all of the latest news from Darlington Raceway at DarlingtonRaceway.com, on Facebook at Facebook.com/DarlingtonRaceway and on Twitter at Twitter.com/TooTough-ToTame.

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