

Talladega Superspeedway's Infield Party-The Big One On The Blvd-on Friday, Oct. 17, Back with New Twists The Quartet is Back-Bowyer, Harvick, Stenhouse Jr. & Dillon Return for Tons of Fun Which Will Pay Competition Winner \$1,000

NASCAR drivers Clint Bowyer, Kevin Harvick, Ricky Stenhouse, Jr. and Austin Dillon had so much fun at Talladega Superspeedway's first "Big One on the Boulevard" Parade in the track's infamous infield in May that they are coming back for more during the track's Oct. 17-19 weekend. And, this time, fans can expect even bigger and better from the wild side of NASCAR's Party Capital.

The quartet will oversee a new flurry of activities, which begins with the "Hallow-Dega" costume contest, on Friday, Oct. 17. The crowd, as well as the drivers, will play a key role in determining the fan that walks away with \$1,000 in cash, not to mention a lifetime of bragging rights. The champion of the "The Big One on the Blvd," will have to win a series of

competitions, which will include food and beverages used in unique, vicarious ways.

"This is what Talladega is all about – having clean fun and making sure everyone has a smile on their face, with both the racing and the social atmosphere," exclaims Bowyer, who pilots the No. 15 Toyota for Michael Waltrip Racing and is a two-time winner at Talladega. "I can't wait. This is Talladega baby!"

"If fans weren't a part of this event in May, they need to make plans to attend this one," said Dillon, driver of the No. 3 Richard Childress Racing Chevrolet. "It's going to be a blast."

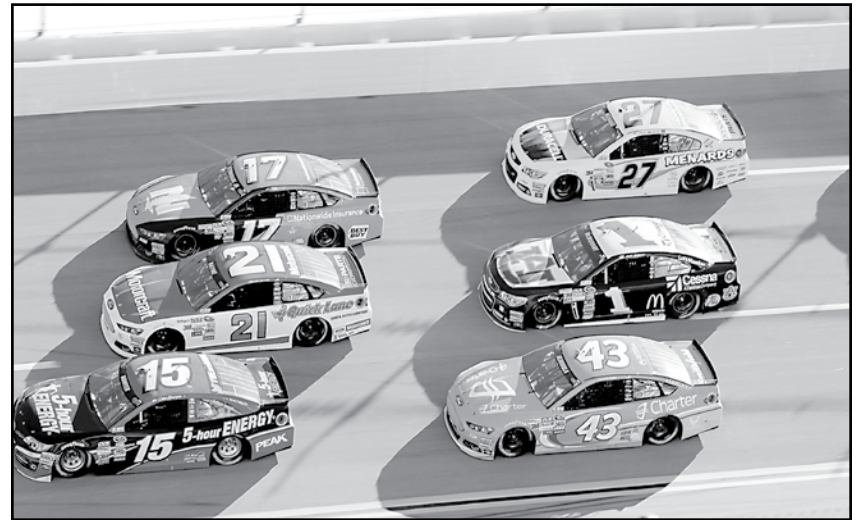
The parade gets rolling at 6:30 PM (CST) on Friday night at the north end of Talladega Blvd., Bowyer, Stenhouse Jr. and Dillon will be atop the lead float throwing out swag and welcoming fans to NASCAR's version of Mardi Gras. The parade will make its way down the Blvd., building up excitement as it passes the most colorfully decorated campsites in all of NASCAR. At the south end of the Blvd. the parade will come to a halt, and Harvick will be anxiously waiting on the main staging area for the fan competitions.

"Talladega is a lot of fun," said Harvick, who has gone to Victory Lane once at Talladega. And, Stenhouse, Jr., a regular visitor to Talladega Blvd. during the weekend, says "Talladega definitely knows how to throw a party for their fans. It is just awesome."

The Big One on the Boulevard is open to all infield guests and 'DEGA Club members!

On the track, Friday's schedule at Talladega includes practice and qualifying for the fred's 250 Powered by Coca-Cola NASCAR Camping World Truck Series race as well as practice for the GEICO 500 for the NASCAR Sprint Cup Series.

Saturday will see the drop of the green



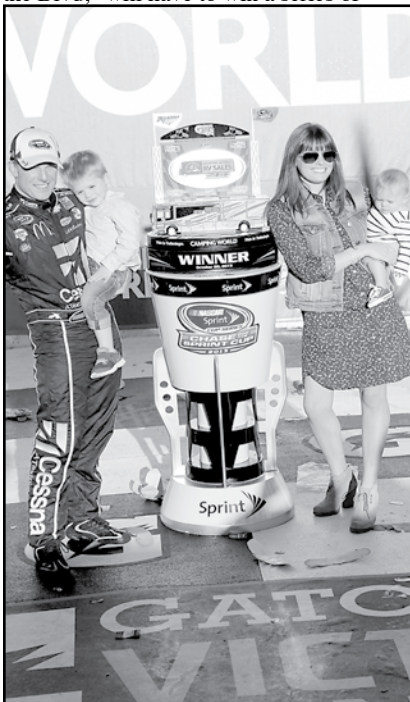
3 BY 3 RACIN' DEGA STYLE

flag for the fred's 250 event at high noon (CST), followed by the Food Land/Food Giant qualifying for the GEICO 500 at 3:40 p.m. (CST). Later in the evening, the Saturday Night Concert featuring Thomas Rhett will take place (Free admission with purchase of a Sunday GEICO 500 ticket). Sunday's GEICO 500 gets underway at 1

p.m. (CST).

The track has many ticket options for fans of all ages, as well as hundreds of acres of FREE Camping. To find out more, call the Talladega ticket office at 1-877-Go-2-DEGA or visit www.talladegasuperspeedway.com.

(Photos by MSA Staff)



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