

TALLADEGA TRANSFORMATION: NEW SUPERSPEEDWAY INFIELD PROJECT UNVEILED

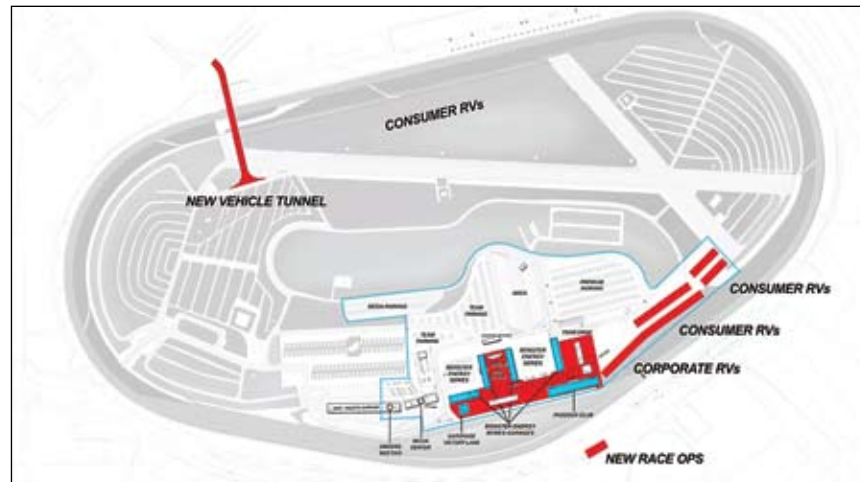
NASCAR's most competitive track — Talladega Superspeedway — along with its parent company, International Speedway Corporation (ISC), announced at a press conference today details of Transformation — The Talladega Superspeedway Infield Project. The approximate \$50 million redevelopment endeavor is part of ISC's long-term capital allocation plan and reinvestment into its major motorsports complexes. The project, highlighted by a one-of-a-kind Garage Fan Zone Experience, will feature "up-close" access, interactive attractions and enhanced amenities for fans, sponsors, teams and stakeholders in the iconic Talladega infield.

Full completion of the modernized project is scheduled for October of 2019, just in time for the track's fall NASCAR weekend. Talladega Superspeedway will also celebrate its 50th Anniversary next year. Construction will commence at the 2.66-mile venue after the upcoming NASCAR Playoff doubleheader weekend, Oct. 12-14, featuring the 1000Bulbs.com 500 and Talladega 250.

Transformation — The Talladega

Superspeedway Infield Project will give the hundreds of thousands of fans who annually make the journey to central Alabama the chance to get closer than ever to NASCAR's top drivers and teams via a fan walkway under the same roof as the race car bays in the new Monster Energy NASCAR Cup Series garage. Add to it a unique 35,000 square foot covered Open Air Club, complete with ample seating, a bar and a 41-foot diagonal video screen, entertainment enthusiasts will be able to immerse themselves in the sport and witness the teams and drivers as the cars are prepped in the garage stalls for 3- and 4-wide racing.

"Since 1969, no other track in NASCAR has lived its brand better than Talladega Superspeedway. Big, bold and one-of-a-kind best describe this legendary facility and the larger-than-life visionary who created it, my grandfather Bill France Sr.," said ISC Chief Executive Officer Lesa France Kennedy. "Today's announcement, Transformation — The Talladega Superspeedway Infield Project, is a world-class extension of his vision offering many new amenities and conve-



niences. It's a great day for the track, ISC and the state of Alabama. This is a special place to our family and so many race fans all over the world, and its future is incredibly bright."

"We have had nearly 50 years of incredible history in motorsports and have been a tourist destination for so many," said Grant Lynch, Chairman of Talladega Superspeedway. "The investment that we

are making shows a commitment today, tomorrow and beyond. Fans, both current and future, have a lot to look forward to in the next 50 years. There's only one Talladega."

For more info on the other updates to Dega going into the 50th year and upcoming events go to: www.talladegasuperspeedway.com

Clint Bowyer's Darlington Throwback Paint Scheme Honors NASCAR Hall of Famer Ned Jarrett

Ned Jarrett amassed many special memories during his racing and broadcasting career in NASCAR, but few equal that hot afternoon on Sept. 6, 1965 when the 2011 NASCAR Hall of Fame inductee won the Southern 500 at Darlington (S.C.) Raceway by an astounding 14 laps.

It's appropriate that the No. 14 Ford of Clint Bowyer will celebrate Jarrett's emphatic victory 53 years later in the 69th running of the Southern 500 Sept. 2 at the 1.366-mile Darlington oval. The No. 14 Carolina



Ford Dealers Ford Fusion from Stewart-Haas Racing (SHR) will mimic the design Jarrett ran on his race-winning 1965 Ford Galaxie by sporting a royal blue paint scheme with period-specific graphics. The Sept. 2 Southern 500 can be seen live on NBCSN beginning at 6 p.m. EDT and heard live on MRN Radio and SiriusXM NASCAR Radio Channel 90. To experience the Southern 500 and its throwback weekend in person, purchase tickets at www.DarlingtonRaceway.com or by calling 866-459-7223.

Check out our new menu!! **Drink Specials Change Daily!** **3pm-Close: Mon-Thurs** **~ ~ SPECIALS ~ ~**
 3 pm to Close
Monday: WINGS
Tuesday: HARD TACOS
Wednesday: Fajita Night
Thursday: ACP
Sunday: QUESADILLA FAJITA



THURSDAYS MARIACHI BAND 6:30 - 9:30 PM

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