



PIR Teams with Kevin Harvick Inc., VFW for November Race Weekend

Aug 11, 2008

PHOENIX — Phoenix International Raceway, Kevin Harvick Inc. (KHI), and the Veterans of Foreign Wars (VFW) will unite this season in a unique partnership that will celebrate the accomplishments and bravery of current and veteran armed forces personnel and NASCAR racing.

The partnership will include a series of activities and programs, including a Phoenix-area appearance by 2007 Daytona 500 winner Kevin Harvick and wife DeLana Harvick on Thursday, August 28, a special discounted ticketing program, as well as numerous events to help celebrate Veterans Day weekend, which coincides with PIR's November 6-9 NASCAR event weekend.

"I couldn't think of a more appropriate way to celebrate Veterans Day than to pay tribute to all of the veterans and their families who have sacrificed so much for this country," said Kevin Harvick, co-owner of KHI with DeLana. "Everyone at KHI takes great pride in representing such an incredible organization, and we hope this program will help educate the public about the tremendous work they do to support our country's heroes."

To kick off the partnership between PIR, KHI, and VFW, Harvick will visit a local area VFW Post on August 28 as part of a Military Appreciation event sponsored by all three entities. The event, open to VFW members and their families, invited military guests, and media, will include a barbecue lunch for attendees, ticket and prize giveaways, and autographs from Harvick. Further details for media wishing to attend will be announced at a later date.

"We're tremendously pleased to have an opportunity to share such an important day with PIR and KHI as we pay tribute to those who deserve it most," said VFW National Commander George Lisicki. "As an organization of combat veterans, VFW deeply appreciates PIR's and KHI's effort in honoring today's warriors and those of the past, as well as their assistance in spreading the message of respect and recognition, to better help make the public understand the real meaning of Veterans Day."

PIR will celebrate those veterans during pre-race festivities just prior to the Friday, November 7 NASCAR Craftsman Truck Series Lucas Oil 150, at which defending series

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champion Ron Hornaday Jr. will drive a VFW-themed truck for KHI. There will also be pre-race presence honoring veterans during Sunday's Checker Auto Parts 500 Presented by Pennzoil – the semi-final race in the Chase for the NASCAR Sprint Cup.

To celebrate the partnership, PIR is offering a special ticket package for the Lucas Oil 150. For \$95, ticket purchasers will receive one (1) grandstand ticket to the race, admission to Corporate Village (including food and beverage), and a Craftsman Truck Series pre-race pit pass to be used that day. Ticket package purchasers will also be treated to a question-and-answer session with KHI Nationwide Series driver Cale Gale.

Information on the VFW celebration ticket package can be found online at www.phoenixraceway.com or over the phone at 1-866-408-RACE (7223).