



'Honorary Starter' Up for Auction for VFW 200 NASCAR Camping World Truck Series Race

All proceeds to benefit the VFW Foundation's 'Return the Favor' campaign

May 17, 2010

BROOKLYN, Mich. — Michigan International Speedway and the VFW Foundation have announced that the “Honorary Starter” position for the June 12, 2010, VFW 200 NASCAR Camping World Truck Series race is up for auction.

Along with the official VFW 200 Honorary Starter designation, the highest bidder will receive two (2) passes to the VFW Pit Road Suite and two (2) Cold Garage passes provided by MIS Cares. The auction started May 10 and runs through June 1. Fans can place bids by visiting auctions.nascar.com.

MIS Cares will donate all proceeds to the Veterans of Foreign Wars (VFW) Foundation, a 501(c)(3) not-for-profit organization, to benefit its “Return the Favor” campaign which is designed to honor military personnel and their families who have often personally sacrificed so much for us all. Return the Favor programs and services provide assistance for troops abroad, deserving military families from all branches of the military back in the U.S. or America’s often forgotten veterans.

In conjunction with the VFW 200 race, the VFW Foundation will host over 250 military guests (many of whom are on leave from Iraq or Afghanistan) to special VIP track hospitality and a unique up-close NASCAR experience.

“Unfortunately, U.S. troops rarely have the luxury to attend sporting events or entertainment activities, so that’s where we step in. It’s our way of ‘saying thanks’ for all they do,” said John G. Lowe, VFW Foundation Deputy Director. “Our Return the Favor events not only boost troop morale but also draw attention to the urgent needs of U.S. military service personnel. It also allows us to get the word out about our other programs

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

and services. These include free communication options for troops overseas so they can call home on a regular basis and financial assistance to their families for rent, mortgage, utilities, vehicle repair, food and medicine.”

To learn more, please visit: www.ReturnTheFavor.org or you can donate via your cell phone by texting “RETURN” to 90999 to make a \$10 donation.

About the Veterans of Foreign Wars and its Foundation:

Since its inception in 1899, the Veterans of Foreign Wars, America’s largest major combat veterans group, has without fail taken the lead in ensuring that issues of vital importance to American military personnel and veterans have not been ignored. This proud tradition of unwavering dedication to the cause of freedom, patriotism and concern for individuals who have so selflessly defended our country abroad is unique to the American experience. Today, our 1,600,000 members, both male and female, come from every conceivable geographic region, ethnic heritage, and span a wide range of adult ages. The VFW Foundation, one of America’s most highly-rated 501(c)(3) nonprofits established in 1996, is the fundraising arm of the VFW.

For more information please contact [John G. Lowe, VFW Foundation Deputy Director](mailto:John.G.Lowe@vfwfoundation.org), at (816) 968-2720 or visit www.vfwfoundation.org.

About MIS Cares:

Michigan International Speedway founded MIS Cares, a 501 © (3) non-profit entity under the umbrella of the NASCAR Foundation. MIS Cares’ mission is to create a lasting, positive impact on our community through charitable giving and volunteer efforts that cultivate community growth and advances quality of life. To learn more, visit www.MISpeedway.com/Values-in-Action/MIS-Cares.aspx.

About Michigan International Speedway:

Nestled in the lush Irish Hills of Southeastern Michigan, Michigan International Speedway is the Great Escape, a venerable NASCAR national park where fans can get away and enjoy the very best in racing and camaraderie. It’s the love of racing and the thrill of a great time for race fans and drivers alike.

Tickets for all MIS NASCAR races including the VFW 200 are now on sale. MIS is also offering special discount tickets as low as \$25 for the Heluva Good! Sour Cream Dips 400 on June 13 and the CARFAX 400 on August 15. Visit www.MISpeedway.com or call the MIS ticket hotline at 1-800-354-1010. You can also visit MIS on Facebook at www.facebook.com/MISpeedway or Twitter @MISpeedway.

Michigan International Speedway - 2010 Schedule

Friday, June 11 ARCA Racing Series presented by RE/MAX and Menards Racing for Wildlife 200

Saturday, June 12 NASCAR Camping World Truck Series VFW 200

Sunday, June 13 NASCAR Sprint Cup Series Heluva Good! Sour Cream Dips 400

June 26-27 Great Lakes Wine Fest

Friday, Aug. 13 Meijer Pole Day

Saturday, Aug. 14 NASCAR Nationwide Series CARFAX 250

Sunday, Aug. 15 NASCAR Sprint Cup Series CARFAX 400