



VFW, Sport Clips Haircuts to Sponsor NASCAR Nationwide Series Event at Darlington Raceway

VFW, Sport Clips Help A Hero 200 to honor America's military heroes and their families

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DARLINGTON, S.C. — Longtime partners, the Veterans of Foreign Wars of the United States (VFW) and Sport Clips Haircuts, proudly announce the VFW Sport Clips Help a Hero 200 NASCAR Nationwide Series event at Darlington Raceway on Friday, May 11, 2012.

The VFW and Sport Clips will use their NASCAR partnership to raise awareness about the struggles many military families are facing and the VFW's mission to support active-duty military, veterans and their families.

Founded in 1899, the VFW is America's largest major combat veterans' organization. The VFW offers several assistance programs to lessen the burden on active-duty military, veterans and their families; offers counsel and assistance to military veterans to navigate VA entitlement and disability claims; and actively lobbies Congress and the administration on issues that impact the lives of our nation's veterans.

"We're tremendously pleased to have such a wonderful opportunity to help inform and educate other concerned citizens about the needs of those who deserve it most," said VFW National Commander Richard DeNoyer. "As an organization of combat veterans, VFW deeply appreciates Sport Clips' continuing efforts and their assistance in helping to raise public awareness as it relates to the needs of those who serve our country."

The Darlington event marks the VFW's second race entitlement, expanding on their

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sponsorship of the VFW 200 NASCAR Camping World Truck Series race at Michigan International Speedway.

As the “Official Haircutter” of the VFW, Sport Clips has donated more than \$1.3 million since 2007 through its annual “Help a Hero” campaign. Since their first contribution of more than \$80,000 was made in 2007, Sport Clips’ donations have increased annually – its most recent donation of \$450,000 was presented to the VFW on January 31, 2012. To raise funds, Sport Clips locations nationwide collect donations at check-out during October and November and donate \$1 from every hair care service on Veterans Day, November 11 – what the company calls “The Biggest Haircut Day of the Year.” To learn more about Help A Hero and to donate, [click here](#).

“As a veteran of the Air Force, I understand first-hand the importance of having a support system while serving abroad and at home,” said Sport Clips CEO and Founder Gordon Logan. “Sport Clips is proud to join forces with the VFW to honor our nation’s heroes and increase knowledge of their important mission through the VFW Sport Clips Help a Hero 200 Nationwide race in Darlington.”

Sport Clips is also a partner of Joe Gibbs Racing and will sponsor a total of eight races during the 2012 NASCAR season, including both the Nationwide and Sprint Cup Series races at Darlington with Denny Hamlin, and six additional Nationwide Series races. The VFW will receive special on-car recognition during those eight Sport Clips races.

The VFW and Sport Clips partnership also includes the “Help a Hero” hospitality program that will provide unique at-track experiences to deserving military families at the eight events where Sport Clips and the VFW will be onboard the Joe Gibbs Racing entries. Those races include Texas Motor Speedway (April 13); Darlington Raceway (May 11-12); Charlotte Motor Speedway (May 26); Daytona International Speedway (July 6); Indianapolis Motor Speedway (July 28); Richmond International Raceway (September 7); and Dover International Speedway (September 29).

With many surrounding bases in South Carolina, Darlington Raceway has been a proud supporter of the military since its doors opened in 1950. Many military personnel and their families attend racing events each May at Darlington and the track recognizes the importance of assisting the men and women of the United States armed forces that have fought and dedicated their lives to protecting our country and its freedoms.

“Having the VFW and Sport Clips partner together to sponsor our Nationwide Series race shows you the commitment both groups are making to honor and help our military personnel who have protected our country here and abroad,” Darlington Raceway President Chris Browning said. “We are proud of the fact that the VFW and Sport Clips view Darlington Raceway as an opportunity and platform to raise awareness for our military heroes. Many military veterans and their families, as well as our troops who are currently fighting overseas, have given their lives to protect the freedoms of this country and we will make sure they are recognized during the race weekend here in May!”

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About the Veterans of Foreign Wars of the United States (VFW): The Veterans of Foreign Wars of the U.S. is a nonprofit veterans' service organization composed of combat veterans and those currently serving in uniform. Founded in 1899 and chartered by Congress in 1936, the VFW is the nation's largest organization of war veterans and its oldest major veterans' organization. With nearly 2 million members located in almost 7,600 VFW Posts worldwide, the VFW and its Auxiliaries dedicate their efforts through veterans' service, community service, legislative advocacy and national military service programs. For more information or to join, visit our website at www.vfw.org.

About Sport Clips Haircuts: Sport Clips Haircuts, with more than 850 locations nationwide, is headquartered in Georgetown, Texas and was established in 1995 by founder and CEO Gordon Logan. The franchise ranks in [Entrepreneur Magazine's](#) top 20 “fastest growing franchises” and in the top 100 in the “Franchise 500”, in the top 10 in [Forbes'](#) “Top 20 Franchises To Start”, and in the top 50 in Dun & Bradstreet's [AllBusiness.com](#) “2012 AllBusiness AllStars”. Sport Clips is the “Official Haircutter” of the Veterans of Foreign Wars (VFW) and offers veterans preferential pricing on haircuts and franchises. Our [“Help a Hero”](#) program has donated more than a million dollars to help soldiers overseas and in hospitals call home through the VFW's Operation Uplink. Sport Clips is a proud sponsor of Joe Gibbs Racing's NASCAR drivers, Joey Logano and Denny Hamlin, and holds partnerships with several NCAA programs, and teams in the National Basketball Association (NBA), Major League Baseball (MLB), and National Hockey League (NHL). To learn about franchise opportunities [click here](#), and for locations throughout the United

States, visit SportClips.com. For media resources and additional information on Sport Clips, visit SportClipsMedia.com.

About Darlington Raceway: 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. On Mother's Day weekend, May 11-12, 2012, NASCAR's biggest stars return to battle the track *Too Tough To Tame* in the Sprint Cup Series Southern 500® and Nationwide Series VFW Sport Clips Help a Hero 200. You can keep up with all of the latest news from Darlington Raceway and purchase tickets at DarlingtonRaceway.com. Like us on Facebook at Facebook.com/DarlingtonRaceway or follow us on Twitter at Twitter.com/TooToughToTame.

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