



For Immediate Release

**2012 Ford Explorer and VIP Trip to NASCAR After The Lap™ Up for Grabs  
with the "SEND ME 2 VEGAS" Sweepstakes**

***GSN (Game Show Network) Gives Fan a Chance to Be Featured On TV***

**DAYTONA BEACH, Fla. (Sept. 19, 2011)** – The second annual "SEND ME 2 VEGAS" sweepstakes begins today, giving one fan a chance to win a 2012 Ford Explorer XLT SUV valued at up to \$33,000, two VIP tickets to NASCAR After The Lap™, the opportunity to be featured in an on-air promotional spot on GSN (Game Show Network), a two-night stay at Hard Rock Hotel and Casino Las Vegas and more.

"NASCAR has the most passionate and loyal fans in all of sports," said Norris Scott, vice president of partnership marketing and business solutions for NASCAR. "They are our greatest competitive advantage, especially for partners such as Ford and Coca-Cola. The inclusion of GSN as a promotional partner has added a layer of intrigue and excitement to SEND ME 2 VEGAS by putting one of these loyal fans in their own NASCAR-themed TV spot on GSN, and has helped it evolve into one of our most compelling marketing platforms."

Fans can enter the "SEND ME 2 VEGAS" sweepstakes at [NASCARafterthelap.com](http://NASCARafterthelap.com) and at Chase for the NASCAR Sprint Cup™ races at The Sprint Experience and at select races at the Coca-Cola® display.

"SEND ME 2 VEGAS is an instrumental platform in Ford's marketing strategy for NASCAR," said Jamie Allison, director of Ford Racing. "In addition, NASCAR After The Lap offers us quality interaction with our customers which is invaluable. We look forward to participating each year and want to encourage fans to register today for the SEND ME 2 VEGAS sweepstakes and the 2012 Ford Explorer XLT SUV."

GSN has partnered with NASCAR on "SEND ME 2 VEGAS" to feature the sweepstakes' grand-prize winner in an on-air promotional spot that will air in early 2012 on GSN. The feature is part of GSN's "The World Needs More Winners" branding campaign, which is designed to identify, celebrate and inspire all types of winners. Throughout the "SEND ME 2 VEGAS" entry period, GSN will air a series of on-air spots featuring several NASCAR Sprint Cup Series™ drivers discussing their NASCAR winning moment and encouraging viewers to enter the "SEND ME 2 VEGAS" sweepstakes. To view NASCAR winning moments from GSN, visit [NASCARafterthelap.com](http://NASCARafterthelap.com).

The third annual, fan-favorite event, NASCAR After The Lap, will return as a feature program during NASCAR Sprint Cup Series Champion's Week™. Sponsored by Ford Motor Company and Coca-Cola, NASCAR After The Lap is known for its unfiltered, "tell-all" format featuring the 2011 top-12 NASCAR Sprint Cup Series drivers. Tickets will go on sale October 3 for the Dec. 1, 2011, event which will be held at The Joint at Hard Rock Hotel & Casino Las Vegas.

To enter the "SEND ME 2 VEGAS" sweepstakes, visit [NASCARafterthelap.com](http://NASCARafterthelap.com) or enter at select tracks. No purchase necessary to enter or win. Open to legal residents of the 49 continental United States, District of Columbia and Canada who are twenty-one (21) years of age or older at the time of entry. Void in Hawaii, Puerto Rico and where prohibited. Sweepstakes sponsored by JHE Production Group Inc. Sweepstakes begins at 12:01 a.m. ET Sept. 15, 2011, and ends at 2 p.m. ET Nov. 20, 2011. Ten first-prize winners will each receive a \$500 VISA gift card. Odds of winning depend on the number of eligible entries received. Canadian residents must correctly answer an arithmetic skill-testing question to win. For Official Rules, which govern, visit [NASCARafterthelap.com](http://NASCARafterthelap.com).

For more information, visit [NASCARafterthelap.com](http://NASCARafterthelap.com).

#### **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED and SIRIUS/XM Satellite Radio. NASCAR fans are among the most brand loyal in all of sports, and as a result more *Fortune* 100 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the Sylvania 300 at New Hampshire Motor Speedway will air Sept. 25<sup>th</sup> at 2 p.m. ET on ESPN. For more information and a complete schedule, visit [www.nascar.com](http://www.nascar.com). Follow NASCAR on [www.facebook.com/NASCAR](http://www.facebook.com/NASCAR) or on Twitter: @NASCAR.

#### **For additional information, contact:**

Brad Klein, NASCAR, (212) 326-1874 or [bklein@nascar.com](mailto:bklein@nascar.com)

Crystal Emerick, ASPIRE, (704) 361-5230 or [cemerick@aspirecommunications.org](mailto:cemerick@aspirecommunications.org)

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