

Jive Communications Employees to Cheer on NASCAR's John Wes Townley at Las Vegas Motor Speedway

Jive sends hundreds of employees and their families to the Camping World Truck Series in Las Vegas.

Orem, Utah ([PRWEB](#)) September 30, 2016 -- John Wes Townley heads to Las Vegas Motor Speedway this weekend to defend his victory in last fall's NASCAR Camping World Truck Series event. Nobody would like to see this more than the hundreds of Jive Communications employees and families who will be in attendance.

Earlier this year, Jive announced its multi-faceted [motorsports marketing program](#) for the 2016 Racing Season. When asked about the program, John Pope, CEO at Jive, said, "We're enjoying our partnership with the Athenian Motorsports team and [John Wes Townley](#), and we're looking forward to a great race at the Camping World Truck Series. We're particularly excited for our Jive employees and families who will be attending the event and watching top NASCAR drivers compete at the LVMS course. Of course, all eyes will be on the Jive 05 Truck. We'll be cheering John Wes on towards the checkered flag."

Pope has been pleased with the relationships, brand awareness, and company unity the sponsorship has generated. "A successful racing partnership can provide returns for companies in several ways, including brand awareness and loyalty," said Pope. "However, the most valuable return is the relationships we've built both internally and externally. It brings a sense of unity and excitement to our company. We've been watching John Wes all season and our employees are absolutely thrilled to cheer him on from the LVMS stands."

In an article on [Athenian Motorsports' Website](#), Townley acknowledged the Jive employees that will be attending the event. "I can't wait to get on the track on Saturday and give our [#JiveRacing](#) Chevrolet a great run," said Townley. "This is a home race for Jive Communications, which is based in Salt Lake City. They'll have a lot of folks at the track on Saturday. I'd like nothing more than to take them to the victory lane."

Saturday's DC Solar 350 will air live on Fox Sports 1 on Saturday, October 1 at 6:30 p.m. MT.

About Jive Communications

[Jive Communications, Inc.](#) provides enterprise-grade Hosted VoIP and Unified Communications to businesses and institutions across the globe. Jive's hosted services include Jive Voice (Hosted PBX), Jive Contact Center, and Jive Video, which all run on Jive Cloud, a distributed platform built on open industry standards. Jive has been purpose-built to deliver the most reliable, powerful and economical hosted communication services available to the enterprise and public sector markets. Learn more at [jive.com/products](#).

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