



"NASCAR Announces 'Welcome to Atlanta NASCAR Weekend'"

'Welcome to Atlanta NASCAR Weekend' features NASCAR drivers, Hip-Hop recording artists, fashion elite and other Urban Celebrities

ATLANTA, GA ([PRWEB](#)) March 13, 2005 -- The National Association for Stock Car Auto Racing (NASCAR) today announced the 'Welcome to Atlanta NASCAR Weekend,' a celebration of music, fashion and motorsports to be held March 16-21, 2005. The weekend was created by Mauldin Brand Agency to raise awareness about NASCAR, infuse the excitement of NASCAR into the urban community and entertain Atlanta-area residents with special events.

'Welcome to Atlanta NASCAR Weekend' is an important part of NASCAR's consumer marketing efforts to raise awareness about the sport. NASCAR is committed to reaching out to all communities with on-track, off-track and consumer marketing initiatives designed to ensure that our sport better reflects the diversity of America,' said Brian France, NASCAR chairman and CEO.

For several days leading up to the Golden Corral 500 race at the Atlanta Motor Speedway, the Atlanta-area community will have the opportunity to fully engage in the NASCAR experience at events throughout the city. From a student education program and an all-day, interactive family event, to late night parties and a NASCAR night at an Atlanta Hawks basketball game. Each multi-dimensional event is driven by music, fashion and motorsports.

The Mauldin Brand Agency (MBA) will produce the week of interactive events which will include A-list music and entertainment talent that will help to make the 'Welcome to Atlanta NASCAR Weekend' a success.

'Welcome to Atlanta NASCAR Weekend' Activities:

NASCAR Night with the Hawks (Philips Arena, Monday, March 14; Pre-game reception 5:30pm, Game 7pm)

Atlanta Hawks vs. Detroit Pistons at Philips Arena. Fans will have a chance to win prize giveaways and enjoy the game with NASCAR drivers, entertainment celebrities, the fashion elite and special VIP guests.

Press Conference (Underground Atlanta, Tuesday, March 15, 2-4pm)

Media are invited to attend a press conference hosted by the City of Atlanta, NASCAR and the Mauldin Brand Agency, that will officially launch the 'Welcome to Atlanta NASCAR Weekend' activities. Winners of the educational program essay contest will be announced and the City of Atlanta will recognize motorsports pioneers and NASCAR driver Morty Buckles with the Phoenix Award. The Phoenix Award is presented by the Mayor's Office to an individual or group who has made significant contributions to the City of Atlanta through extraordinary efforts. NASCAR drivers and show cars will be on display, in addition to special appearances by national recording artists and other special guests.

NASCAR Craftsman Truck Series Race (Atlanta Motor Speedway, Friday, March 18)

NASCAR and Atlanta Motor Speedway will host 100 urban youth for an exciting and educational evening at the NASCAR Craftsman Truck Series race.

'So So NASCAR Party' (Club 112, Friday, March 18, 10pm-2am)

'So So NASCAR party' featuring So So Def Entertainment artists and other celebrities.



Â Speedway LiveÂ (Shannon Mall, Saturday, March 19, 10am-6pm)

This family-friendly event is free and open to the public and will feature live musical performances, a live DJ, live radio remotes from 107.5, 102.5, 107.9 and 97.5, a celebrity car and motorcycle show, a Style & Speed fashion show and a go-kart and remote control car race featuring NASCAR drivers and celebrities. Attendees will have the chance to take home the autographs of NASCAR drivers, compete in a tire changing challenge, play NASCAR-themed video games and view NASCAR show cars.

Golden Corral 500 (Atlanta Motor Speedway, Sunday, March 20)

MBA will host special VIP guests and entertainers for the NASCAR Nextel Cup Series race.

Essay Contest Winner Recognition (Monday, Winning School tbd, March 21)

An essay contest was held during Black History Month to recognize the contributions of African Americans in motorsports. Over 100 essays were submitted by students from 10 Atlanta High Schools and other youth organizations. The winning students will be honored with an assembly at their school featuring a NASCAR driver and receive tickets to Scream Tour IV featuring Bow Wow and receive certificates and prize packs.

Sponsors for the Â Welcome to Atlanta NASCAR WeekendÂ include Atlanta Motor Speedway, Old Spice, Radio One, City of Atlanta, Underground Atlanta, Atlanta Hawks, Hank Aaron Toyota, Craftsman, The Atlanta Inquirer, The Atlanta Journal-Constitution, Shannon Mall, So So Def Entertainment, Malibu Grand Prix, Profectiv, PAX TV Style & Beyond and UPN Atlanta Tonight.

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the #1 spectator sport Â holding 17 of the top 20 attended sporting events in the U.S., the #2 rated regular season sport on network TV with broadcasts in 150 countries and has 75 million fans who purchase over \$2 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series and the NASCAR Craftsman Truck Series) as well as seven Regional Tours and one local grassroots series.

NASCAR sanctions 1,500 races at over 100 tracks in 38 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Charlotte, Concord (NC), Conover (NC), Los Angeles, New York, Mexico City and Toronto.

The Mauldin Brand Agency (MBA), based in Atlanta, Ga., is the strategic marketing, branding, artist management arm of Mauldin Brand Inc. and The Artistic Control Group, Inc. The Mauldin Brand Agency connects brands to the urban consumer and urban brands to the general marketplace. MBA's client roster includes Bow Wow, Anthony Hamilton, Da Brat, Common, Bone Crusher, Kenny Lattimore, Chanté Moore, So So Def Entertainment, Clef Records, NASCAR, NEXTEL, Lightnin' 53 and more.

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