

## **Monster Energy Teams up With Award Winning Singer/Songwriter Jamie Lynn Spears for the Monster Energy NASCAR Cup Series**

*Monster Energy Teams up With Award Winning Singer/Songwriter Jamie Lynn Spears for the Monster Energy NASCAR Cup Series and will appear this weekend for the kickoff of the Monster Energy NASCAR Cup Series at the Daytona 500.*

Daytona Beach, Florida ([PRWEB](#)) February 25, 2017 -- Monster Energy teams up with award winning writing sensation, Jamie Lynn Spears. As part of her collaboration with Monster Energy, Spears will be an On-Air Host for Monster Energy's YouTube channel providing viewers a fast, fun filled look inside the world of the Monster Energy NASCAR Cup Series. She will also be making special appearances and performances at various Monster Energy branded events.

"We are excited about the collaboration with Jamie and think she will align perfectly with our brand, and on our YouTube channel as gear up for opening weekend at Daytona 500," said Sam Pontrelli, Senior Vice President of Marketing.

This weekend, Spears will be filming from the track for the 59th running of the DAYTONA 500. The Monster Energy NASCAR Cup Series kicks off this Sunday, February 26, (2pmET, FOX, MRN and Sirius XM NASCAR Radio).

The DAYTONA 500 is regarded as the most important and prestigious race on the NASCAR calendar. Championship points awarded are equal to that of any other Monster Energy Cup Series Race. It is also the Series' first race of the year.

"I'm beyond honored and excited about this new journey with Monster Energy, and look forward to being a part of the most coveted race in sports," said Spears.

For more on the Monster Energy NASCAR Series visit <http://www.monsterenergy.com>, and follow Monster Energy on YouTube, Facebook, Instagram and Twitter.

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### About Monster Energy

Based in Corona, California, Monster Energy is the leading marketer and distributor of energy drinks and alternative beverages. Refusing to acknowledge the traditional, Monster Energy supports the scene and sport. Whether motocross, off-road, NASCAR, MMA, BMX, surf, snowboard, ski, skateboard, or the rock and roll lifestyle, Monster Energy is a brand that believes in authenticity and the core of what its sports, athletes and musicians represent. More than a drink, it's the way of life lived by athletes, sports, bands, believers and fans. See more about Monster Energy including all of its drinks at [www.monsterenergy.com](http://www.monsterenergy.com).

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