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Subject: Darlington Raceway Cannonball Run – Press Event and Business Development Reception
Location: Mansion
When: 8/4/2015 4:00:00 PM - 6:00:00 PM
Attachments: ATT75559
ATT62186
ATT43636
ATT08603

EVENT: Darlington Raceway – Press Event and Business Development Reception

DATE: Tuesday, August 4, 2015

LOCATION: Governor's Mansion: Press Event: outside / Reception: inside

PRIMARY STAFF: Ashton Lee

SEQUENCE OF EVENTS:

4:00 – 4:25PM **Press Conference** – Outside

4:25 – 6:00PM: **Business Development Reception** – Inside

PURPOSE:

Press Event: To celebrate the return of traditional Labor Day racing in Darlington, South Carolina with the reigning NASCAR Sprint Cup Series and 2014 Bojangles Southern 500 winner, Kevin Harvick and to unveiling of the iconic No.21 Wood Brothers Ford that will run at this year's race by Ryan Blaney.

Business Development Reception: To thank Bojangles for being an integral part of Darlington Raceway success and to increase corporate awareness throughout South Carolina. Chip will recognize last year's NASCAR Sprint Series Champion Kevin Harvick with a toast.

DRESS: Casual Business Attire (*Temperature: 99° / 81°*)

LOCATION SET-UP:

Podium / SC Seal

Mult Box

Stock Cars – *Darlington*

Media Signs – *Darlington*

PRESS: YES (*Confirmed list below*)

PUBLIC: NO

LENGTH OF SPEAKING: 2-3 minutes

PRESS EVENT SPEAKING ORDER:

****Chip Wile - Masters of Ceremony / He will be introducing all speakers.****

- 4:00– 4:08PM** **Chip Wile** - Kicks off the program with the Unveiling of No.21 race car *The Governor, Mr. Leonard Wood, and Ryan Blaney will be standing in front of the covered car. Chip will recognize the significance of the unveiling. They will then unveil the car and take photos in front of the No.21 car – Governor, Mr. Leonard Wood, and Ryan Blaney. Then they will move back behind the podium.*
- 4:08 – 4:10PM** **Chip Wile** - Welcoming Remarks / Introductions
- 4:10 – 4:13PM** **Governor Nikki Haley** –Remarks (2-3 minutes)
- 4:13 – 4:16PM** **Clifton Rutledge, CEO, Bojangles** – Remarks
- 4:16 – 4:18PM** **Kevin Harvick, NASCAR Sprint Cup Series Champion** – Remarks
- 4:18 – 4:20PM** **Ryan Blaney, NASCAR Sprint Cup Series Driver of the No. 21** – Remarks
- 4:20 – 4:22PM** **Chip Wile** - Closing Remarks / No Q & A
- 4:22 – 4:25PM** Presser participants group photo op in front of the race cars

*****Governor and Guests will enter the mansion for the Business Development Reception*****

- 4:25 – 5:00PM** **Press Availability (set up outside)**
Kevin Harvick, NASCAR Sprint Cup Series Champion
Ryan Blaney, NASCAR Sprint Cup Series Driver of the No. 21 Wood Brothers Ford
Chip Wile, President, Darlington Raceway
Leonard Wood, 2013 NASCAR Hall of Fame inductee
Clifton Rutledge, Bojangles' CEO

TALKING POINTS: (2-3 minutes)

- *There is so much excitement surrounding the Bojangles Southern 500 returning to its traditional Labor Day weekend dates - September 5-6, 2015.*
- *Great way to cap off the summer with some of the best racing of the year at South Carolina's iconic facility.*
- *Darlington Raceway is an important component of South Carolina's sports, entertainment and tourism industry – with an economic impact of \$54 million annually, over 100,000 in attendance each year, and over 874 permanent jobs for South Carolina residents result directly or indirectly from the operations of Darlington Raceway.*
- *We couldn't do this without our partner Bojangles! A Big Thank You to Bojangles!! Bojangles is an integral part of the future of Darlington Raceway -- signing a new five year extension with the historic racing facility – (this will be the first year of the 5 year contract / 2015 – 2019)*

BACKGROUND:

- Darlington Raceway earlier that day kicked off the Darlington Raceway Cannonball Run.

2:15 – 2:45PM: Cannonball Run - Fan and media event in Lugoff-Camden
2:50 – 3:50PM Cannonball Run from Camden to Columbia

- Darlington Raceway – the NASCAR track “**Too Tough to Tame**”
- NASCAR fans from across the country and around the world visit South Carolina each year to attend Darlington's race weekend.

- Over 66 years of racing, Darlington Raceway is considered one of the pillars of the NASCAR establishment.
- Darlington Raceway Stock Car Museum and the National Motorsports Press Association Hall of Fame located at Darlington Raceway.
- Darlington Raceway is the “Wrigley Field” of NASCAR and the Bojangles Southern 500 is one of the most coveted trophies in all of motorsports.
- Driver of the No. 21 Ford will be driven by NASCAR Sprint Cup Series rookie, Ryan Blaney, who has become one of NASCAR’s newest stars. The second generation driver will be accompanied by the No. 21 car owner, and NASCAR Hall of Fame inductee, Lenard Wood.

CONFIRMED PRESS:

PRINT/INTERNET

Associated Press
 AutoWeek
 ESPN.com
 Florence Morning News
 Lee County Observer
 NASCAR.com
 The State
 TheFourthTurn.com

RADIO

Droppin’ the Hammer – Hauser Broadcasting
 iHeart Media (Florence)
 iHeart Media (Columbia)
 Motor Racing Network (MRN)
 SportsTalk, SC Radio Network
 WEZO (Augusta/Aiken)
 WFAN (Florence)
 WWNQ (Columbia)

TELEVISION

MRN
 WACH
 WBTW
 WIS
 WLTX
 WMBF
 NBC SPORTS

BIOS:

Kevin Harvick	<ul style="list-style-type: none"> • NASCAR Sprint Cup Series Champion • 2014 Bojangles Southern 500 Winner
Ryan Blaney	<ul style="list-style-type: none"> • He will be driving the No. 21 iconic Wood Brothers Ford in the 2015 Bojangles Southern 500. • One of NASCAR’s newest rising stars.
Leonard Wood	<ul style="list-style-type: none"> • Owner of the No.21 Wood Brothers Ford race car. • He was inducted into the NASCAR Hall of Fame in 2013. • Renowned as the innovator of the modern pit stop. • His innovations continue to make races and pit stops safer and more efficient.

Mr. Clifton Rutledge	<ul style="list-style-type: none"> • Mr. Clifton Rutledge has been the CEO of Bojangles', Inc. since January 24, 2014 and has been its President since February 2014. • 30-year veteran of the restaurant industry. • Bojangles' announced a five-year extension of their NASCAR Sprint Cup Series Bojangles' Southern 500 race entitlement partnership (2015 – 2019).
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INVITES:

Darlington Executives
Bojangles Executives
South Carolina Business Partners
Federal, Darlington, Florence Delegations

ATTENDEES:

Name	Affiliation	
Chip Wile	Darlington Raceway	President
Bridget Holloman	Darlington Raceway	
Tony Sizemore	Darlington Raceway	Senior Director
Jeff Taylor	Darlington Raceway	Senior Director
Dennis Worden	Darlington Raceway	Director Public
Sarah Hill	Darlington Raceway	Coordinator Cc
Hilary Girard	Darlington Raceway	
Kaitlyn Bailey	Darlington Raceway	The Lady in Black
Jack Mills	Darlington Raceway	
Erin Wash		Guest if Jack M
Kevin Harvick	Driver - #4 Budweiser Chevrolet - Stewart-Haas Racing	
Mike Verlander	Stewart-Haas Racing	
Josh Katz	Stewart-Haas Racing	
Ryan Barry	Stewart-Haas Racing	
Josh Jones	Kevin Harvick Inc.	
Keith Young	Stewart-Haas Racing (#4 Show Car Driver)	
Ryan Blaney	Driver - #21 Snap-On Ford - Wood Brothers	
Jason Wonderly	Penske Racing	
Jessica Morse	Penske Racing	
Leonard Wood	Wood Brothers	
Lori Banks	Wood Brothers	
Len Wood	Wood Brothers	
Eddie Wood	Wood Brothers	
Jordan Wood	Wood Brothers	
William Fulp	Penske / Wood Brothers (#21 Show Car Driver)	
Ardena Fulp	Penske / Wood Brothers (#21 Show Car Driver)	
Clifton Rutledge	Bojangles' - President & CEO	
Ken Reynolds	Bojangles'	
Tony Birch	Bojangles'	
Kenny Avery	Bojangles'	
Colby Anderson	Bojangles'	
Brian Little	Bojangles'	
Elizabeth Ingram	Bojangles'	
Tina Glover	Bojangles' (Catering Crew)	
Rob Shirley	Bojangles' (Catering Crew)	
Damon Bellamy	Bojangles' (Catering Crew)	

Bryon Weeden	Bojangles' (Catering Crew)	
Debbie Rabon	Bojangles' (Catering Crew)	
Russell Daniels	Bojangles' (Catering Crew)	
Brian Travis	Bojangles' (Catering Crew)	
Tyla McCallister	Bojangles' (Catering Crew)	
Jon Devore	Bojangles' (Catering Crew)	
Jenna Jones	Bojangles' (Catering Crew)	
David Yancy Spafford	Anheuser-Busch	
Dean William Parsons	Anheuser-Busch	
Leta Chandler Tribble	Anheuser-Busch	
Robert Paul Spafford	Anheuser-Busch	
David Edgar Tribble, Jr.	Anheuser-Busch	
James Frederick Kirkham	KW Associates - Budweiser Wholesaler (Columbia, SC)	
Rodney Gene Williams	KW Associates - Budweiser Wholesaler (Columbia, SC)	
Mike Johnson	KW Associates - Budweiser Wholesaler (Columbia, SC)	
Chad Lewis Webb	KW Associates - Budweiser Wholesaler (Columbia, SC)	
Leon Watson Nealy	KW Associates - Budweiser Wholesaler (Columbia, SC)	
Frederick Schipman Johnston	Crown Beverages - Budweiser Wholesaler (Owner - Florence, SC)	
Karen Davis	NASCAR Hall of Fame	
Wendy Belk	NASCAR Hall of Fame	
Phil Adamson	Roche Carolina	President
Pete Mazzaroni	Roche Carolina	Manager of Co Affairs
Grey Raines	Raines Hospitality	Chief Executive
John Ramsey	Diamond Hill Plywood	Chairman
Brian Newman	Honda of South Carolina	President & Ch
DeWitt Zemp	Southern Strategy	
Lena Smith	Southern Strategy	
Heather Smith	Southern Strategy	
Brandon Dermody	Southern Strategy	
Pat Henegan		Representativ
Robert Williams		Representative
Roger Kirby		Representative
Henry McMaster	South Carolina	Lieutenant Gov
Mark Plowden	South Carolina	Chief of Staff, L
Duane Parrish	South Carolina	Director of Parl
Amy Duffy	South Carolina	Chief of Staff, F Tourism