



NEWS RELEASE

Daytona 500: The Biggest Race Of The Year

DAYTONA BEACH, Fla., -- On the Sunday morning before the Daytona 500, every NASCAR Sprint Cup Series driver goes through a schedule that typically includes a sponsorship appearance, the driver's meeting, chapel service, driver introductions and a final meeting with their crew chief to go over any last minute details.

It's a schedule that a driver does every Sunday before any Sprint Cup race. But the Daytona 500 isn't just any race.

In front of a sell-out crowd and televised by FOX Sports and broadcasted by MRN Radio, the Daytona 500 is the most watched and listened to motorsports event in the America.

The perks of winning the Daytona 500, known as "The Great American Race," are more than just collecting the largest payout in the NASCAR Sprint Cup Series or hoisting the prestigious Harley J. Earl trophy. Winning stock car racing's greatest prize also brings fame and fortune.

Jamie McMurray, the winner of the 52nd running of the Daytona 500, and his team Earnhardt Ganassi Racing were certainly pleased to see their winning No. 1 Chevrolet on display at Daytona International Speedway for the next year. McMurray also traveled to New York City, San Francisco and Los Angeles to visit with major media outlets following his Daytona 500 victory.

A Daytona 500 victory also elevates a driver's status in the sport.

"Winning a race during Speedweeks, it makes you quite a bit more valuable, I think, in the sport as a driver," said Earnhardt Jr., the 2004 Daytona 500 champion. "Winning any race at Daytona – its like going into Yankee Stadium and winning a game. It further solidifies you as a driver."

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