



**Easier In, Easier Out...** After much success in recent years, the PIR Park 'N Ride program returns to Cricket Pavilion, located just two blocks north of I-10 on 83<sup>rd</sup> Avenue (Exit 135). All NASCAR fans heading to PIR are welcome to enter at the 83<sup>rd</sup> Avenue entrance and park on Pavilion grounds, from where shuttle-bus service from First Student Charter (formerly Laidlaw Transportation) of Phoenix will be provided to the Gate 7 area at the track. Parking and shuttle services to PIR will total just \$7 per carload, and the Park 'N Ride will be open from 7:00 a.m. until 7:00 p.m. on Sunday.

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**New Corporate Partnership at PIR...** PIR is pleased to welcome Rhythm Liqueur as a new corporate partner beginning with the **Checker O'Reilly Auto Parts 500 Presented by Pennzoil** race weekend. As a new partner, Rhythm will be available for fans to try throughout the four days of racing action. Boosted with a mix of 23 different citrus flavors and infused with caffeine, ginseng, taurine, guarana, damiana, B6, and B12, Rhythm is true to the roots of Kentucky's bourbon trail yet designed for an all-new, lively generation. As part of the weekend's festivities, Rhythm will unveil a signature drink for race fans at PIR: The "Phoenix Sunrise," joining the likes of Crazy Jack's Prickly Pear Margarita and Rattlesnake Fritters as signature trackside beverage/food items available exclusively in the desert.

**Bryan Sperber, PIR President:** "We are delighted to welcome Rhythm into the PIR family. This is a great product that race fans can enjoy at the track, at home and wherever they go out to have fun."

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**PIR Opens All-New Track on Friday...** Richard Petty Raceway, a 1/16-mile go-kart track on the Midway behind the main grandstands, will have its grand opening at 2 p.m. Friday. The operation, which is the first permanent karting facility located within a major NASCAR venue, is a partnership between NASCAR's all-time leader in race wins (200) and PIR. Petty and Sprint Cup Series driver A.J. Allmendinger are scheduled to appear at the grand opening.

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**Sen. John McCain Serves as Grand Marshal at PIR this Weekend...** Arizona Senator and Navy veteran John McCain will be the Grand Marshal for the Checker O'Reilly Auto Parts 500 Presented by Pennzoil Sprint Cup Series race at PIR on Sunday. This will be the second time the Grand Canyon State's senior senator has served as grand marshal at PIR; he also was Grand Marshal before the NASCAR Sprint Cup Series race at the track in April 2006. As Grand Marshal, McCain will appear on the pre-race ceremonies stage with Phoenix International Raceway president Bryan R. Sperber to welcome NASCAR fans, drivers, and teams to the Valley of the Sun for the Semi-Final Showdown in the Chase for the Sprint Cup. Following driver introductions, McCain will deliver the four most famous words in racing: "Gentlemen, Start Your Engines!"

*Sen. McCain will be available for informal media interviews on Sunday morning at a time to be determined.*

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