



Media Contact:
Kirby Johnson
Public Relations Manager
P: 608.289.8919
KirbyAnnJohnson@yahoo.com

MAKE Motorsports NextEra Energy Resources 250 Advance

Event: NextEra Energy Resources 250
Friday, February 18th, 2011
7:30 PM EST on SPEED

Qualifying:
Thursday, February 17, 2011
6:00 PM EST on SPEED

Liberty Tire Recycling and Pinnacle Rubber Mulch Join MAKE Motorsports: The nation's premier provider of tire recycling services, Liberty Tire Recycling, will team up with MAKE Motorsports as the primary sponsor for the No. 50 Silverado. Each year, Liberty Tire Recycling transforms 110 million tires a year into recycled raw materials that not only keep those scrap tires out of America's waste stream, but create useful, eco-friendly products that help create sustainable lifestyles. One of these products, Pinnacle Rubber Mulch, creates safe playground surfaces around the country, as well as durable mulch for landscaping.

Liberty Tire Recycling made its first appearance in NCWTS competition with MAKE last season at Darlington Raceway in August, where driver T.J. Bell unfortunately fell victim to an accident that produced a 26th place finish. Liberty returned for a second start at Texas in November, where Bell rallied to a 19th place finish.

"At Liberty Tire Recycling, the premier provider of tire recycling services in North America, we are pleased to continue our partnership with MAKE Motorsports as the official sponsor of MAKE Motorsports #50 Chevrolet Silverado," Jeffrey Kendall, CEO of Liberty Tire Recycling. "As leaders in both of our respective fields, Liberty Tire Recycling and MAKE Motorsports are dedicated to helping spread the word about the importance of sustainability and this partnership enables us to do so. Our many innovative products, such as Pinnacle Rubber Mulch, an eco-friendly alternative to traditional wood mulch for landscaping and playgrounds, have helped us demonstrate to consumers that sustainable products can also offer superior performance and aesthetic value."

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First for MAKE, Second for Bell: While this weekend will be the first time in NASCAR Camping World Truck Series competition for MAKE Motorsports and owners Tracy Lowe and Mark Beaver, it will be the first return trip for their driver. Bell, a seven-year veteran of the NCWTS, will be making his second series Daytona start in the NextEra Energy Resources 250, but has also logged three starts in the ARCA Racing Series at the 2.5-mile oval.

“I’m really excited for our first trip to Daytona as a NASCAR Camping World Truck Series Team. We’re prepared to make a good run and pleased to welcome Liberty Tire Recycling back as our primary sponsor. They’ve been great partners and we’re looking forward to spreading the word about Liberty’s products to our fans,” Lowe explained.

Marketing Partners signed for 2011: Along with Liberty Tire Recycling, several partners from last season have rejoined MAKE Motorsports as associate partners for 2011. ProGold Engine Treatment, VPPartsWarehouse.com, Twin Oaks Services South, Dedmon Trucking, All Sport, GreenSmoke.com and Beaver Bail Bonds are all on board to support the No. 50 Chevy Silverado at Daytona.

Catching up with TJ: Whether you’ll be watching the Daytona action from home or at the track, you can hear from TJ himself about Daytona and his chances in the Pinnacle Rubber Mulch/Liberty Tire Recycling Silverado. Bell will appear on “Dialed In With Claire B. Lang” on Sirius XM NASCAR Radio Channel 128 on Thursday evening following his qualifying run. The show is scheduled to go on air at 7:00 PM EST. TJ will also be signing autographs on Friday from 1-1:30 PM EST at the TEAM Chevy display with his fellow bow-tie drivers, and will appear at the NCWTS autograph session from 4-5 PM as well.

TJ Bell on Daytona International Speedway: “Daytona is always full of excitement, and with the new pavement it should be a good show. We have a new truck and put a lot of hours into making it fast during the off season and I’m proud of the guys and the program we’re bringing this weekend. We’re going to race as hard as we can with the Liberty Tire Recycling Chevy and put ourselves in contention before all 250 miles are complete.”

Truck Information: Bell will be taking the controls of MAKE Motorsports chassis #3 this weekend at Daytona. The truck, named Wilbur, was purchased during the off-season and has raced at Daytona before; qualifying 8th for last season’s event.

For More Information: Follow updates on MAKE Motorsports, TJ Bell and the No. 50 Pinnacle Mulch and Liberty Tire Recycling Chevrolet throughout the weekend by following @MAKEMotorsports on Twitter, and log on to the MAKE Motorsports Fan Page on Facebook.

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