

# ***RACING* News And Notes**

## **Rewards Program Puts Fans On Track For Savings**

(NAPSA)—Just as NASCAR® drivers can't make it past the green flag without gas in their tanks, NASCAR fans can't make it to the races without some green in their wallets. Fortunately, there are ways to further fuel the excitement of a trip to the raceway without speeding through your travel budget.

For instance, several NASCAR tracks have partnered with local hotels to reduce the costs of attending a race. On average, a family of four can buy tickets, food and beverages at the track and spend 21 percent less than it would have in 2008. Plus, families can save even more as ISC tracks allow fans to bring in their own food and drink.

Meanwhile, reduced ticket prices at some of the top race sites are revving up the appeal of going to a race. For example, the Martinsville Speedway has slashed the price of its least expensive seats, while also offering a family four-pack of tickets. Tickets to the Daytona 500 are at their lowest price in 14 years, and the Michigan and Richmond International Speedways are offering half-price admissions.

Another way to save is with a Best Western loyalty rewards program that was created especially for NASCAR fans. When you sign up for the free program, you can start earning points with qualifying Best Western hotel stays. And points can be exchanged for a wide variety of rewards, including free Best Western hotel stays, shopping, dining and entertainment certificates and more.

Best Western Speed Rewards members earn 10 points per U.S. dollar spent on qualifying Best



**NASCAR® fans can get more out of their trips to the raceway with a popular rewards program.**

Western hotel stays. Points can also be earned by using a product or service from one of the program partners. Plus, you can rev up your point earnings by taking advantage of various promotions and exciting hotel bonus offers throughout the year.

“NASCAR fans are some of the most passionate in sports, and that passion extends to other areas of their lives, including travel and family,” says Dorothy Dowling, senior vice president of marketing and sales for Best Western International. “As a means of saying ‘thank you’ for their loyalty, Speed Rewards offers one of the widest reward selections of any program.”

As an official sponsor of NASCAR since 2004, Best Western has continued to provide race fans with everything they need for an enjoyable and affordable weekend at the races, including breakfast, free high-speed Internet, free in-room coffee, a comfortable stay and outstanding customer service.

To join Speed Rewards and find out more about what Best Western is doing to help race fans stretch their travel dollars, visit [www.bestwesternracing.com](http://www.bestwesternracing.com).