

**KIDS GET IN FREE!**

*Kids 12 and under get into the races for FREE in celebration of Hickory Motor Speedway's 60 th Birthday.*

**For Immediate Release**

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**(Newton, NC – January 6, 2011) In celebration of Hickory Motor Speedway's 60 th Birthday, all children 12 and under will receive free admission to the NASCAR Whelen All-American Series regular Saturday night events during 2011.**

**“We wanted everyone to have an opportunity to join in the excitement of celebrating our 60 th birthday through many fan friendly promotions this year,” said Hickory Motor Speedway General Manager, Kevin Piercy. “2011 will be a historic year, as we celebrate our 60 th birthday. Our goal is to give the younger generation an opportunity to grow up watching great short track racing like I had the opportunity to witness as a youngster at Hickory Motor Speedway,” Piercy continued.**

**Kids 12 and under will receive free admission to the regular Saturday night events with a paying adult, as Hickory Motor Speedway requires children to be accompanied by an adult when attending each event.**

**“We pride ourselves on being a safe place to visit, but we ask that an adult accompanies children to the races to maintain their safety,” Piercy noted.**

**The NASCAR Whelen All-American Series season opener will take place on Saturday, March 19 th . The season will conclude on Saturday, September 17 th . For detailed schedule information please visit the Hickory Motor Speedway website at [www.hickorymotorspeedway.com](http://www.hickorymotorspeedway.com) and click on season schedule in the top right corner.**

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