

## **FOR IMMEDIATE RELEASE**

Jan. 21, 2016

### **AlSCO Announced as Title Sponsor for July 8 NASCAR XFINITY Series Race**

*Kentucky Speedway's July 8, 2016 NASCAR XFINITY race named the AlSCO 300.*

**SPARTA, Ky.** – A multi-year entitlement sponsorship was announced today by Kentucky Speedway and AlSCO for the speedway's Friday, July 8, 2016 NASCAR XFINITY Series race.

AlSCO is a worldwide leader in the rental of linen, uniforms, healthcare garments, and washroom products. The family-run business introduced linen and uniform rental services to the world in 1889.

"AlSCO is a market leader with a strong knowledge of the motorsports business and how to maximize sports sponsorships. We cannot be more proud to work with this outstanding company as we bring AlSCO quality and creativity to race fans," said Mark Simendinger, General Manager of Kentucky Speedway.

Founded by George Steiner in Lincoln, Nebraska more than 125 years ago, the company has ridden the wheels of change, rising to the top of the linen and uniform industry and expanding worldwide. AlSCO boasts over 300,000 customers served by 18,000 employees and 150 branches, in fourteen countries, covering 5 continents.

"Having our brand connected with a first-class racetrack like the Kentucky Speedway is an obvious and perfect choice," said Steve Larson, AlSCO Vice President, North American Operations.

"We receive tremendous benefit by pairing the AlSCO name with this incredible speedway," remarked Jim Divers, Director of Sales and Marketing.

The XFINITY Series AlSCO 300 is part of a NASCAR tripleheader weekend at Kentucky Speedway that will begin Thursday, July 7, 2016 with the Camping World Truck Series Buckle Up in Your Truck 225, and concludes with the Sprint Cup Series Quaker State 400 presented by Advance Auto Parts on Saturday, July 9, 2016. All races are at night.

Fans are able to purchase season tickets and camping, July weekend packages or individual race tickets by calling (859) 578-2300 or visiting the Kentucky Speedway ticket office at 1 Speedway Drive, Sparta, Ky., 41086 just off Interstate 71 Exit 57 and Ky. Hwy. 35 North. Ticket office hours are 9 a.m. to 5 p.m. Monday through Friday.

### **About AlSCO**

AlSCO ([alsco.com](http://alsco.com)) is a family owned and operated business founded in 1889 that was recognized by the world-renowned Hohenstein Institute for having invented the linen and uniform rental industry. AlSCO provides linen and uniform services to customers that range from restaurants and healthcare clinics to automotive repair and industrial manufacturing facilities. With over 150 locations, AlSCO provides world-class service to over 300,000 customers on five continents.

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