

FOR IMMEDIATE RELEASE

## **JRM Announces Partnership with Anderson's Pure Maple Syrup**

*Anderson's Brand Featured on Regan Smith's No. 7 Chevrolet for Two XFINITY Events*

**MOORESVILLE, N.C. (Feb. 10, 2015)** – JR Motorsports announced today the addition of Anderson's Pure Maple Syrup to its 2015 partner lineup in the NASCAR XFINITY Series. Made and marketed by the same Wisconsin family since 1928, Anderson's Pure Maple Syrup will be featured as primary sponsor of Regan Smith's No. 7 Chevrolet in races at Charlotte Motor Speedway (May 23) and New Hampshire Motor Speedway (July 18).

"Anderson's Pure Maple Syrup is, like JR Motorsports, a family company," said JRM co-owner and general manager Kelley Earnhardt Miller. "We share a lot of the same values and that makes for an ideal partnership in the XFINITY Series. We are proud to carry Anderson's colors in 2015 as Regan and the No. 7 team compete for the series title."

In addition to its primary placement, Anderson's Pure Maple Syrup will also be an associate sponsor for five races throughout the season, beginning next month at Auto Club Speedway (March 21). Events at Richmond International Raceway (April 24), Talladega Superspeedway (May 2), Road America (Aug. 29) and Chicagoland (Sept. 19) will follow.

"The Anderson's Pure Maple Syrup family is very pleased to be working with Regan Smith, and the rest of the championship-contending team at JR Motorsports," said Steve Anderson, president of Anderson's Pure Maple Syrup. "We look forward to seeing our sweet ride on track soon and hopefully in Victory Lane!"

Entering his third season with JRM, Smith is poised for another title run. His stellar 2014 season in XFINITY Series competition included a second-place finish in championship points, one win, seven top-five and 26 top-10 finishes.

### **ABOUT ANDERSON'S PURE MAPLE SYRUP:**

Anderson's Pure Maple Syrup is a tradition over 85 years in the making. In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods by producing delicately sweet pure maple syrup. Three generations later, his grandson, Steve Anderson, still produces the pure, all natural, healthy alternative to artificial "maple-flavored" syrups. Anderson's Pure Maple Syrup can be found in supermarkets and specialty stores across the country. For information visit:

[www.AndersonsMapleSyrup.com](http://www.AndersonsMapleSyrup.com).

### **ABOUT JR MOTORSPORTS:**

JR Motorsports is the management company and racing operation for Dale Earnhardt Jr., NASCAR's 12-time Most Popular Driver and winner of more than 40 NASCAR-sanctioned races. JR Motorsports competes in multiple racing divisions, including the NASCAR XFINITY Series, in which it won the 2014 championship with 18-year-old Chase Elliott. The company competes in regional late model divisions, in which it just earned its second championship in three years. To learn more about the organization, its drivers and its sponsorship opportunities, visit [www.jrmracing.com](http://www.jrmracing.com).

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