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2391 40th Street Cumberland, WI 54829



WWW.ANDERSONSMAPLESYRUP.COM

Ph: 715-822-8512 Fax: 715-822-8535



ANDERSON'S PURE MAPLE SYRUP PARTNERS WITH KEY MOTORSPORTS AND DRIVER SCOTT WIMMER FOR SATURDAY'S NASCAR NATIONWIDE SERIES RACE AT BRISTOL MOTOR SPEEDWAY

Mooresville, NC (March 17, 2011) Key Motorsports announced Thursday morning Anderson's Pure Maple Syrup, manufacturers and distributors of quality maple syrup products, will partner with the No. 40 team and NASCAR driver Scott Wimmer for Saturday's 300-lap Nationwide Series event at Bristol Motor Speedway. Key Motorsports enjoyed their best performance of the 2010 season in last spring's race on the ultra-fast Tennessee track.

"Key Motorsports is blessed to have Anderson's Maple Syrup as a partner in the NASCAR Nationwide Series," said team owner Curtis Key. "They are a company committed to excellence and they produce a fine product that race fans enjoy. We are thankful for the opportunity to be associated with such a great group of people who take pride in their work and want to welcome them to the Key Motorsports family."

Wimmer feels the Anderson's Maple Syrup Chevrolet will return to the top-10 at the "World's Fastest Half Mile" where the independent team posted an eighth-place finish last spring after starting 41st.

"Gary Showalter (Key Motorsports crew chief) and the crew are bringing a great car to Bristol this weekend," said Wimmer. "The whole team is excited to have Anderson's Maple Syrup with us, they are great folks and we are proud to be representing them to NASCAR fans. Bristol is a good track for us and we expect the Anderson's Maple Syrup Chevrolet to perform well in the race on Saturday."

Showalter continues to strive for improvement in the Key Motorsports Nationwide Series program, the long-time team leader is confident in the abilities of driver Scott Wimmer and the crew assembled by himself and team owner Curtis Key.

"We have a great team here," said Showalter. "The season didn't start off the way we would have liked for it to and our finishes have not reflected what our people and equipment are capable of. Sometimes it can be easy to get down when things don't go your way and everyone here has kept a positive attitude and pulled together. They are able to see through the curve and know what we can do. I believe we have a lot to look forward to in the near future. "



Anderson's Maple Syrup, founded in the early 1920's, joins Key Motorsports for the first time in NASCAR Nationwide Series competition. The third-generation family operation offers a full line of maple products including maple glazed popcorn as well as private labeling services.

"We are pleased to be on board with Scott Wimmer and the Key Motorsports team for the NASCAR Nationwide Series race at Bristol," an Anderson's Maple Syrup spokesperson said. "Anderson's Maple Syrup offers a quality product the whole family can enjoy and we believe the No. 40 team will properly convey this message to NASCAR fans throughout the country."

ESPN will broadcast live coverage of Saturday's NASCAR Nationwide Series from Bristol Motor Speedway beginning at 2 p.m. ET.