

## **Anderson's Maple Syrup Extends Partnership with Richard Childress Racing into 2019 Season**

*Family-owned and operated maple syrup company to serve as primary partner for defending NASCAR Xfinity Series Champion Tyler Reddick and the No. 2 Chevrolet Camaro*

**WELCOME, N.C. (February 6, 2019)** – Richard Childress Racing (RCR) is proud to announce the continuation of Anderson's Maple Syrup as a primary partner for the team's NASCAR Xfinity Series program. The Wisconsin-based pure maple syrup company, which first partnered with RCR in 2014, will join defending series champion Tyler Reddick and the No. 2 Chevrolet Camaro for multiple races this season.

"Anderson's Maple Syrup is excited to partner with 2018 Xfinity Series Champion, Tyler Reddick, and RCR during their 50th Anniversary celebration," said Steve Anderson, President of Anderson's Maple Syrup. "With Anderson's celebrating 90 years this past year we understand what it takes for a family company like RCR to thrive for 50 years. Congratulations to Richard, Judy and the entire RCR family!"

Anderson's Maple Syrup returns to RCR for the team's landmark 50<sup>th</sup> Anniversary season. The largest packager of pure maple syrup in the Midwest's partnership extends off the track as well, with RCR drivers participating in supermarket shopping sprees to benefit local food banks, driving a Zamboni at an Anaheim Ducks hockey game to highlight Anderson's Maple Syrup's connection to the NHL team, and much more.

"We are thrilled to be continuing our partnership with Anderson's Maple Syrup in the 2019 season," said Richard Childress, Chairman and CEO of RCR. "With both companies being family-owned and operated, it is easy to see why the partnership between us has continued to grow. I am excited to see Tyler go out there and defend the Xfinity Series title with Anderson's Maple Syrup on board the No. 2 Chevrolet Camaro this season."

Reddick joins RCR in the No. 2 Chevrolet Camaro as the reigning Xfinity Series champion. In 114 NASCAR national touring series starts, the 23-year-old has collected six wins, 36 top-five and 66 top-10 finishes, along with five pole awards. The 2019 season will be Reddick's third year in the Xfinity Series.

Anderson's Pure Maple Syrup can be found in grocery stores and specialty shops across the country. The Anderson's family promise is to provide their customers with the finest American made all-natural pure maple products. For more information, visit [andersonsmaplesyrup.com](http://andersonsmaplesyrup.com).

For additional information on today's announcement, and all that's happening at RCR, please visit [rcrracing.com](http://rcrracing.com).

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### **About Anderson's Maple Syrup:**

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods by producing sweet pure maple syrup that started a 90-year family tradition. Three generations later his grandson, Steve, still carries on this sweet family tradition by bottling pure maple syrup from the same sugarbush.

From its humble roots in Cumberland, WI, Anderson's Maple Syrup is still made with the same love and care your family deserves. Anderson's is pure, all natural, and a healthy sweetener for

families. Try Anderson's Maple Syrup in coffee, tea, or on ice cream. Some of the top Chefs and Grill Masters in the country consider Anderson's as the best ingredient and glaze in their fridge. From our family farm to your kitchen, Anderson's can be found in Grocery Stores from coast to coast.

The Andersons family has launched a new, unique item... "Anderson's Pure Fuel" pouch. Used as an all-natural energy boost. Pure Fuel is perfect for athletes during long work outs or races to keep their energy up without using the artificial thick and gooey products currently on the market. This creative item contains a single serving of Organic Pure Maple Syrup. The Pure Fuel product can also be used for the health-conscious traveling family for breakfast and BBQ Tailgating adventures in places that carry questionable sweeteners.

Everything Tastes Better with Anderson's Pure Maple Syrup!

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

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

#### **About Richard Childress Racing:**

Richard Childress Racing ([rcrracing.com](http://rcrracing.com)) is a renowned, performance-driven racing, marketing and manufacturing organization. Incorporated in 1969, RCR celebrates 50 years of racing in 2019 and has earned more than 200 victories and 15 championships, including six in the Monster Energy NASCAR Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Monster Energy NASCAR Cup Series, NASCAR Xfinity Series and NASCAR Gander Outdoors Truck Series and is a three-time winner of the Daytona 500 (1998, 2007, 2018). Its 2019 Cup Series lineup includes two-time NASCAR champion, 2017 Coca-Cola 600 winner and 2018 Daytona 500 champion Austin Dillon (No. 3 Dow/American Ethanol/AAA/Symbicort/Bass Pro Shops Chevrolet) along with Rookie of the Year contender Daniel Hemric (No. 8 Caterpillar/ Bass Pro Shops/Liberty National Life Insurance/Cessna/VF Workwear Chevrolet). Its Xfinity Series program includes defending Series Champion Tyler Reddick (No. 2 Anderson's Maple Syrup Chevrolet).