



## *KCK is a Major National Sports and Leisure Destination*

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Village West is beefing-up its resume as a world-class tourist destination. The latest accomplishment is the announcement that Kansas Speedway will host two NASCAR Sprint Cup Races in 2011.

The first race will be staged June 4-5 and the second event weekend will be October 8-9. The additional race weekend is projected to have a \$100-million economic impact for the Kansas City metro.



“The Kansas City region is an important one for the NASCAR racing teams and marketing partners, and the Hollywood Casino project will make Kansas Speedway two of the most anticipated stops on the NASCAR Sprint Cup schedule,” stated Lesa France Kennedy, Chief Executive of International Speedway Corporation, which owns Kansas Speedway.

Kennedy called Village West a “major sports and leisure destination” in the country.

The second Sprint Cup race was pledged as part of the Hollywood Casino at Kansas Speedway project. The \$380-million casino is now under construction along Turn 2 of the racetrack. It will open in 2012, adding several hundred million dollars in additional economic benefits to the community.

“This is an exciting announcement for Kansas Speedway, Kansas City, Kansas, and the state of Kansas,” said Speedway President Pat Warren. “Our fan support for the past 10 years has been tremendous and as a result of that support and the new Hollywood Casino at Kansas Speedway, we are fortunate enough to gain an additional NASCAR Sprint Cup Series race starting in 2011. We will continue to offer our fans the best guest experience in motorsports.”



Besides the additional race weekend, Kansas Speedway is installing lights to allow for night racing in the future. Both 2011 NASCAR races will be held during the day, but track officials say it's possible an Indy League racing event could be held at night.

“Kansas Speedway is our icon, the centerpiece of an unbelievable tourism district,” said Mayor Joe Reardon. Reardon pointed out Village West is not only a huge tourism draw generating millions of dollars in revenue for the community, but has created thousands of jobs for citizens.



In addition to NASCAR and Indy League racing, Village West is home to the new Kansas City Wizards Major League Soccer Stadium, the Kansas City T-Bones baseball team, Great Wolf Lodge, Schlitterbahn Waterpark, Nebraska Furniture Mart, Cabela's, The Legends shopping center and dozens of destination restaurants.

“We can truly say Kansas City is booming for sports enthusiasts, tourists and residents alike, declared Kansas Lt. Governor Troy Findley. “ We understand in these economic times, how significant all of this is. It takes vision and leadership.”