



Sam Bass Slated For Carolina Christmas At Charlotte Motor Speedway

CONCORD, N.C. (November 21, 2010) -- Sam Bass, NASCAR's first officially licensed artist, and the official artist of Charlotte Motor Speedway, has contributed his artistic talent and graphic design expertise to Carolina Christmas at Charlotte Motor for the 2010 holiday season.

"Carolina Christmas is a wonderful concept – I have been creating art for Charlotte Motor Speedway since 1985 and the holidays are my favorite time of year," Sam Bass said. "This event offers the best of both worlds – my home track and the opportunity to share the spirit of the holidays with thousands of guests attending the event."

Bass, known for his innovative race car designs, has designed a 2010 Toyota Camry pace car for Carolina Christmas. The holiday-themed pace car features the speedway's mascot Lug Nut and a host of holiday characters. Bass' whimsical design may be seen at holiday parades throughout the region.

"Having created Lug Nut for the speedway in the early 1990s, it gave me great pleasure to feature him on this holiday-themed car," Bass said from his studio, across the street from the famed track. "The holidays are all about children and this design speaks to the child in all of us! I have been creating holiday themed art for a number of years and Carolina Christmas is a perfect place to showcase my Santas & Snowmen Collection!"

Bass will set up a "North Pole" art gallery in the Cup Garage during Carolina Christmas where he will offer select merchandise, including his Santas & Snowmen Collection. Limited edition prints, posters, holiday cards and other gift items will be on sale. Sam himself will stop by the booth periodically during the course of the event to visit with fans. Please check www.sambass.com for his appearance schedule.

On Monday, November 22, for opening night of Carolina Christmas, the first 200 guests to visit Sam at his booth will receive a complimentary poster. The poster features Lug Nut and his pals - Santa, a snowman, an elf and a snowbear – all driving their specially designed race cars.

The main Sam Bass Gallery is located at the corner of Morehead Road and Performance Drive, across from Charlotte Motor Speedway. Show your Carolina Christmas ticket at the main gallery for a 15% discount on purchases made between November 22 and December 23. Some restrictions apply. Open Monday – Friday, 10 a.m. – 5 p.m.

For more information about Sam Bass, visit www.sambass.com or call (800) 556-5464.

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