



## **Sam Bass Creates 50th Anniversary Cover For Atlanta Motor Speedway**

Concord, N.C. (August 31, 2010) – This Sunday marks a special event in Atlanta Motor Speedway history. The Emory Healthcare 500 marks the speedway's 50th year of hosting NASCAR's top series, and as part of the celebration track officials have asked Sam Bass, NASCAR's top artist to illustrate the souvenir program cover.

Bass began creating souvenir program cover art for Atlanta Motor Speedway in 1993 and has completed a dozen cover illustrations to date, including this week's 50th anniversary cover.

"Sam (Bass) has done a marvelous job capturing some of the greatest moments in Atlanta Motor Speedway history," said Ed Clark, president and general manager of the speedway. "His cover along with the historical editorial content will make the Emory Healthcare 500 souvenir program something that all NASCAR fans will want to have in their collection."

Bass captures such key moments as the inaugural Dixie 300 at Atlanta Motor Speedway, superstars David Pearson and Cale Yarborough, Bill Elliott's The Winston victory in 1986, Richard Petty's tribute lap during his final NASCAR race, which would also be where Alan Kulwicki won the 1992 NASCAR Cup championship, and Kevin Harvick's emotional 2001 victory over Jeff Gordon. The track highlights are featured in the stylized gold "50" from the speedway's anniversary logo.

This compelling composition also features Dale Earnhardt's #3 Wrangler Chevy, racing side-by-side with Jimmie Johnson's #48 Kobalt Tools Chevy and Fred Lorenzen's #26 Lafayette Ford in an era-spanning depiction right out of Sam's imagination! Fireworks in the night sky light up the track around these cars commemorating the 2009 Labor Day night race.

"There is so much history at Atlanta Motor Speedway I wish the program cover size was five times as big to fit it all in," Bass commented from his Concord, N.C. studio. "I had a great time researching and presenting the key moments which link yesterday and today."

Fans can get their programs signed and meet Bass on race weekend as follows:

Saturday, Sept. 4 4:30 – 5:30 p.m. Speedway Children's Charity Rig at AMS

Sunday, Sept. 5 12:30 – 1:30 p.m. Coca-Cola Fan Stage

Media Contact: Susan Russo  
(704) 455-6915

**[www.sambass.com](http://www.sambass.com)**

**(800)556-5464**