



Sam Bass Hits 30-Year Milestone in NASCAR

NASCAR's First Officially Licensed Artist Expresses Sport Through His Work

Concord, NC (October 10, 2011)-Portraying the thrill of speed, explosion of color, and his love of NASCAR racing through his work since the early 1980's, Sam Bass will celebrate 30 years of his art history in the sport this month as the racing world 's focus turns to Charlotte Motor Speedway. Designated

NASCAR's First Officially Licensed Artist in 1997, the artist is referred to as "The Picasso of NASCAR", by Dale Earnhardt Jr., and credited by many as "The man who brought Technicolor to a black and white sport", Bass has grown his involvement in NASCAR from a single painting he presented to Bobby Allison in 1981, into the role as owner of a successful art and design business recognized by corporations and motorsports collectors around the world.



Media Contact:

Kirby Johnson
Girl Friday PR
608.289.8919
Kirby@GirlFridayPR.com

Among the artist's most successful and longest standing relationships, is the bond Bass has with Charlotte Motor Speedway. Dating back to the first program cover the artist designed and painted for the speedway in 1985, Bass has created every program cover since that date, totaling 67 consecutive cover paintings, with this year's "OKTOBERFAST!" being his latest.

"It is always so much fun, yet very challenging to design the cover art for Charlotte Motor Speedway. Fun, because they always have so much going on for the fans here. Challenging, because I always want to give each cover a different look, and after 67 covers, that really takes some planning and thought. This cover showcases the exciting Chase for the Sprint Cup competitors, set against all the great music, food, and fun event experiences the track is offering up this race. It is one of my most colorful paintings ever I think."

Charlotte race weekend is always a busy time for Bass and the home for the Sam Bass Gallery, located directly across the street from Charlotte Motor Speedway, behind Turn two.

Opened in October 2000, the Sam Bass Gallery hosts the artist's collection of artwork, car designs, sheet metal, guitars and music memorabilia, along with his collectible designs and merchandise. Fans are always welcome to stop by and take a tour of the gallery and gift shop.

Looking through the gallery displays and record books of Bass' career, one will note some of his most prized accomplishments include the Gibson guitars he has designed as trophies for Nashville Superspeedway since 2002. The guitars have since become an icon in the sport, and were recently named among the top-10 trophies in all of sports by Sports Illustrated magazine. Bass has created Jeff Gordon's DuPont paint schemes for his No. 24 Hendrick Motorsports entry since 1992, and was the art designer for the cars, transporters, and uniforms seen in the feature film "Talladega Nights", starring Will Ferrell. One of his most recent creations was the five stainless steel mural sculpture panels on the outside wall of the NASCAR Hall of Fame, which offer up a visual history lesson about the sport. In addition, the artist has done numerous works through the years for charitable organizations within NASCAR, such as the NASCAR Foundation, Speedway Children's Charities, The Jeff Gordon Children's Foundation, and Victory Junction Gang Camp.

"I am really proud to have been working and creating in the sport of NASCAR for 30 years. It literally seems like yesterday that I began this dream and I'm still as enthusiastic about my work and the projects I get to do for the drivers, sponsors, officials, and most importantly the fans, as I have ever been. I hope I can keep doing it for at least 30 more years."

ABOUT SAM BASS:

Sam Bass, NASCAR's first officially licensed artist, has had a passion for the excitement and color of racing since he attended his first races at six years old. His motorsports art career hit high gear shortly after he graduated from Virginia Commonwealth University in 1984. He began doing program cover art for Charlotte Motor Speedway in May 1985, and has created all of their covers since, 66 consecutively. Sam's paintings and design work have caught the eye of many drivers, sponsors, and other personalities in the motorsports world, and he is a fan favorite. He opened the current Sam Bass Gallery in October 2000. The gallery houses Sam's artwork, including paintings, limited edition prints, program covers for several tracks on the NASCAR circuit and guitars he has designed during his career. Looking into the sport's

future, Bass keeps tabs on up-and-coming drivers, is a frequent guest on many talk shows and stays involved with sponsors and drivers both on and off the racetrack. For more information, please visit www.SamBass.com, or find Sam on Facebook and twitter (@SamBassArtist).

[Forward email](#)



This email was sent to carrie@sambass.com by kirby@girlfridaypr.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Girl Friday PR | 1102 Market Street | Fort Mill | SC | 29708