



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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May is for...RACE FEVER!

Race Fever Dinner and Auction set for May 4th at Talladega Superspeedway

TALLADEGA, AL. – The month of May - Mother's Day...Graduation Ceremonies...and RACE FEVER. That's right! 'Dega's Ultimate Party with a Purpose is moving to the first Friday in May in conjunction with the Aaron's Dream Weekend activities at Talladega Superspeedway.

The 27th annual Race Fever Dinner and Auction will be held Friday, May 4, 2012. This incredible, fast-paced, excitement-filled evening will begin at 6:00 p.m. and includes an all-you-can-eat Southern barbecue feast, the chance to see and meet numerous NASCAR Sprint Cup, NASCAR Nationwide Series and ARCA drivers, a mega-Silent Auction and a Live Auction filled with once-in-a-lifetime race experiences and other great items.

Don't be left in the dust as race fans from all over the world converge on the SPEED Channel Dome at the International Motorsports Hall of Fame on Friday evening of the Aaron's Dream Weekend at Talladega Superspeedway. Event tickets are \$50 or buy a table for 8 for \$375. Tickets are available online at www.racefever.org or by calling (256) 761-3369.

Former NASCAR Chairman, the late Bill France, Jr. organized the first Race Fever event in 1986 to benefit children and adults served by AIDB and today is the largest source of unrestricted funds for the AIDB Foundation. Through the continued support and coordination between NASCAR, the racing community, AIDB and Talladega Superspeedway, Race Fever has grown steadily and in 25+ years has raised close to \$4.0 million for AIDB Foundation, the designated charity of Talladega Superspeedway.

About Alabama Institute for Deaf and Blind

Since 1858, AIDB has been a leader in education and rehabilitation services for Alabama's sensory impaired children and adults. Through five Talladega campuses and eight regional centers throughout Alabama, AIDB serves thousands of children and adults who are deaf, blind and multi-disabled in all 67 counties of Alabama. To learn more about AIDB, log onto www.aidb.org.

Talladega Superspeedway

"The most competitive racing in NASCAR combined with a mix of southern hospitality returns to Talladega Superspeedway May 4-6, 2012 for the Aaron's Dream Weekend. For tickets and information visit www.talladegasuperspeedway.com or call 1-877-Go2-DEGA."