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FOR IMMEDIATE RELEASE

CRVA ANNOUNCES HIRING OF TWO KEY POSITIONS FOR NASCAR HALL OF FAME

CHARLOTTE, N.C. – (February 5, 2007) – The Charlotte Regional Visitors Authority (CRVA) has added Leslie Horne and Albert “Buz” McKim to fill two of its staff positions for the NASCAR Hall of Fame. Horne will serve as Sales and Marketing Manager and McKim as Historian. Horne and McKim join Winston Kelley, Executive Director of the Hall of Fame, George Hite, Project Manager, and Carol Weeks, Executive Assistant.

“I am very pleased with the extensive experience and enthusiasm for our project that both Horne and McKim bring. Horne’s experience and dedication working with sponsorships, major league sports teams and facility projects will be a key asset to our efforts to successfully develop the NASCAR Hall of Fame as the special, one-of-a-kind facility we are dedicated to providing the community. McKim’s thorough NASCAR experience and expertise of the sport, its history and those who work in the industry is the perfect combination of skills that we needed for our Historian position,” says Kelley.

Horne comes to the NASCAR Hall of Fame with over 12 years experience in global sports marketing, including engagements with franchise members of the NFL, MLB, NBA, and various motorsports entities, as well as international assignments in the United Kingdom and Australia. Horne’s most recent position was Senior Project Manager with IMG/Muhleman Marketing, Inc. During her tenure with the company, she had key roles in research, development and activation of market

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(NHOF New Positions cont.)

studies in over 25 professional sports markets. Horne also participated in the design and execution of 10 PSL programs, including management of new facility projects for the St. Louis Cardinals and Chicago Bears, as well as the renovation and expansion of Churchill Downs. Horne also worked with the Carolina Panthers from 1995 – 1997 and was a leading producer for the department responsible for designing and developing personal sales strategies for Permanent Seat Licenses, Luxury Suites and Sponsorships to new and current customers, as well as, existing and relocating businesses. Her primary focus at the NASCAR Hall of Fame will be to develop and implement sales, sponsorship and marketing strategies that enable corporations and individuals to become personally involved with and leverage the vast outreach of the Hall of Fame.

McKim, like Kelley, was born into a racing family. His father changed roles from car owner to race announcer. McKim attempted a brief driving career, but found his niche in designing paint schemes and painting the numbers on the cars which fit his artistic and creative talents. His commercial art career included designing many paint schemes for cars in NASCAR's premier series during the 1970's including the 1975 and 1976 Daytona 500-winning cars of Benny Parsons and David Pearson. McKim was named Director of Archives for the International Speedway Corporation in January 1999 and accepted the position of Coordinator of Statistical Services with the NASCAR Public Relations Department in 2003. In 2004, McKim collaborated with writer and fellow NASCAR employee Herb Branham to create the book, *NASCAR Vault*. The book chronicled many unique aspects of the history of NASCAR. As Historian, he will concentrate on working with Exhibit Designers Ralph Appelbaum Associates in the development of exhibits, artifacts and video and audio documentation that provides thorough, accurate and authentic representation of NASCAR's rich and storied history.

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(NHOF New Positions cont.)

The NASCAR Hall of Fame will be a state-of-the art facility that will honor the NASCAR icons and create an enduring tribute to the drivers, crew members, team owners and others that have impacted the sport in the past, present and yet to come. It is scheduled for completion the first quarter of 2010. It will include a hall honoring inductees, television and radio studios, a high tech media center, educational components and interactive exhibit, a theatre and approximately 40,000 sq. ft. of exhibit space. It also includes a 100,000 sq. ft. Charlotte Convention Center expansion, which consists of a 40,000 sq. ft. ballroom that can seat up to 2,500 people. The NASCAR Hall of Fame will be operated and marketed by the Charlotte Regional Visitors Authority.

The mission of the Charlotte Regional Visitors Authority is to effectively market and promote the region as a successful travel and tourism destination, and to efficiently and prudently manage publicly owned physical and financial assets, resulting in maximum sustainable economic impact and the finest quality of life. Accomplishing this mission requires developing short and long-term integrated strategies for marketing and sales, asset utilization, regional stakeholder coordination and customer satisfaction, as well as appropriate performance measures. For more information regarding CRVA, visit www.crva.com.



Albert "Buz" McKim



Leslie Horne

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