

Quality Maple Products for Over 80 Years!

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## ANDERSON'S PURE MAPLE SYRUP MAKES SWEET ADDITION TO JDM

Joe Denette Motorsports (JDM) takes "sweet" to a new level with the addition of Anderson's Maple Syrup to its 2012 sponsorship line-up. The Wisconsin-based company will serve as primary sponsor of the No. 9 Chevrolet Silverado for five races with four-time NASCAR Camping World Truck Series (NCWTS) Champion, Ron Hornaday. The 2012 campaign with Anderson's includes the season opener at Daytona International Speedway, as well as events in Dover, Chicago, Bristol and Talladega. Anderson's will also share associate sponsorship of the No. 24 Chevrolet Silverado of Sunoco Rookie of the Year contender, Max Gresham.

"I had the privilege of working with Anderson's in 2011, I'm thrilled to have them back on board this year," said Hornaday. "They are a small family-owned and operated company with big dreams and a great product. I look forward to our continued success in 2012 and can't wait for the sweet taste of victory."

Anderson's Maple Syrup, a pure, all-natural, and healthy alternative to artificial "maple-flavored" syrups, was started over 80 years ago by Paul Anderson. Today the third generation grandson, Steve Anderson, continues the family's sugar making heritage.

"We are thankful for the opportunity to be a part of Ron Hornaday's 'Drive for 5'," said Steve Anderson of Anderson's Maple Syrup. "Joe Denette Motorsports has assembled a great team and we feel fortunate to be a part of their program. Anderson's Maple Syrup is excited about the 2012 NASCAR Camping World Truck Series season and sharing it with the loyal fans of Ron Hornaday and Anderson's Maple Syrup."

### **About Anderson's Maple Syrup:**

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods, delicately sweet pure maple syrup. Three generations later, the Anderson family carries on its sugar making heritage by bottling pure maple syrup from the same sugar bush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious and natural alternative to artificial sweeteners and maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can today be found in supermarkets and specialty shops across the country.

Follow the Anderson's race team all year long at [AndersonsMapleSyrupRacing.com](http://AndersonsMapleSyrupRacing.com) and on Facebook

For more information on Anderson's Maple Syrup visit: <http://www.AndersonsMapleSyrup.com>

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