

## ***Anderson's Pure Maple Syrup is natural choice for Jay Robinson Racing in Bristol on August 26<sup>th</sup>***

*All-natural family favorite sponsors two Jay Robinson Racing cars at  
Food City 250 NASCAR Nationwide Series event in Bristol.*

**MONROE, N.C. (Monday August 22, 2011)** -- Jay Robinson Racing is delighted to bring Anderson's Pure Maple Syrup back to the table as a Major Sponsor for this Friday's Food City 250 NASCAR Nationwide Series event at the Bristol Motor Speedway.

Anderson's Maple Syrup, Inc. and NASCAR Nationwide Series team Jay Robinson Racing are once again teaming up in the Nationwide Series on August 26th at 6:30PM CST at the world renowned Bristol Motor Speedway in Bristol, Tennessee. NASCAR and short track veteran Dennis Setzer will be driving the #23 Chevrolet, looking to keep the team locked in the owners points. Anderson's will also be an associate sponsor on the #28 Jay Robinson Racing Chevrolet driven by teammate Derrike Cope.

"Naturally, it'll be sweet to continue our Nationwide run with Jay Robinson Racing," explained Steven Anderson of Anderson's Maple Syrup. "Even sweeter will be unveiling our new paint scheme under the lights at Bristol Motor Speedway!"

The Food City 250 at the Bristol Motor Speedway is the 25<sup>th</sup> stop on the 34 race schedule in the 2011 NASCAR Nationwide Series. Broadcast live on ESPN, the Food City 250 gets under way at 6:30PM CST Friday, August 26th, followed by the IRWIN Tools Night Race at 6:30PM CST Saturday, August 27<sup>th</sup>. Qualifying begins at 2:40PM on Friday.

Stay up to speed with Anderson's Maple Syrup Racing team events, results and NASCAR collector items at: [www.AndersonsMapleSyrupRacing.com](http://www.AndersonsMapleSyrupRacing.com)

### About Anderson's Maple Syrup

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods in tins of his delicately sweet maple syrup. Three generations later, the Anderson family carries on its sugarmaking heritage by bottling pure maple syrup from the same sugarbush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious, low-calorie 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. For more information: [www.AndersonsMapleSyrup.com](http://www.AndersonsMapleSyrup.com)