

Earned Media Hits: Jeffrey Earnhardt Partnership

| Media Outlet | Date/ Time | Segment/ Article | Audience Circulation Visitors | Media Value |
|---|---------------------------------------|--|-------------------------------|-------------|
| Broadcast | | | | |
| WTKS Real Radio 104.1 (Orlando) | June 29, 2012 | Interview with Jeffrey Earnhardt | N/A | N/A |
| am740 The Game (Orlando) | June 27, 2012 | Interview with Jeffrey Earnhardt | N/A | N/A |
| WNDD-FM 99.5 Classic Rock (Gainesville) | June 27, 2012 3-5pm | Radio Remote with Jeffrey Earnhardt at O'Reilly Auto Parts in Gainesville | N/A | N/A |
| WGNE-FM 99.9 Country (Jacksonville) | June 25, 2012 3-5pm | Radio Remote with Jeffrey Earnhardt at O'Reilly Auto Parts in Jacksonville | N/A | N/A |
| WXXJ-FM 102.9 Modern Rock (Jacksonville) | June 23, 2012 1-3pm | Radio Remote with Jeffrey Earnhardt at O'Reilly Auto Parts in Palatka | N/A | N/A |
| WAWS - FOX 30 (Jacksonville) | June 21, 2012 7 am | Daytona Speedway Bans Smoking | 604 | \$23.00 |
| Bay News 9 (Tampa-St. Petersburg) | aired 4 times from 6:45 pm to 9:45 pm | Daytona International Speedway Goes Smoke-free | 88,261 | \$1,839.00 |
| CFLN - CF 13 (Orlando-Daytona) | June 20, 2012 4pm | Changes at Daytona Speedway | 13,035 | \$352.00 |
| WINK- Noon News (Fort Myers-Naples) | June 20, 2012 12pm | Smoke Free Grandstands | 25,670 | \$222.00 |
| WBBH - NBC 2 News at 11 (Fort Myers-Naples) | June 20, 2012 11am | Smoke-Free Daytona | 16,971 | \$157.00 |
| WFTV - News at 6 (Orlando-Daytona) | June 19, 2012 6pm | County by County: Daytona Speedway Bans Smoking | 184,714 | \$4,141.00 |
| WESH - 2 News on CW (Orlando-Daytona) | June 19, 2012 2pm | Smoke Free Speedway | 8,976 | \$160.00 |
| Print | | | | |
| The Daytona Times | July 4, 2012 | Students Working Against Tobacco commend Speedway for smoke-free grandstands | 15,000 | \$2,811.50 |
| The Gainesville Sun | June 30, 2012 | Jeffrey Earnhardt in Bronson | 29,024 | \$30,754.00 |



| | | | | |
|--|---------------|---|------------|-------------|
| The Gainesville Sun | June 28, 2012 | Jeffrey Earnhardt visits town to promote sponsor | 29,024 | \$52,566.00 |
| The Florida Times-Union | June 28, 2012 | NASCAR entering a whole new arena with tobacco race ban | 97,200 | N/A |
| Ocala Star Banner | June 27, 2012 | Jeffrey Earnhardt to visit Gainesville, Bronson | 29,625 | \$2,939.00 |
| Levy County Journal | June 28, 2012 | Jeff Earnhardt and BronsonSpeedway Partner with Tobacco Free Florida to Race on June 30 | 3,000 | |
| Suzette's Gazette | June 27, 2012 | NASCAR driver promoting Tobacco Free Florida | N/A | N/A |
| The Palatka Daily News | June 22, 2012 | Young Earhardt looks to build reputation | 10,300 | N/A |
| Tampa Bay Times | June 21, 2012 | Smoke-Free Daytona Grandstands | 240,024 | \$900.00 |
| The Daytona Beach News-Journal | June 20, 2012 | Teens applaud Speedway for grandstands smoking ban | 61,023 | \$17,812.00 |
| Online | | | | |
| SPEED | 74/2012 | NNS: Jeffrey Earnhardt excels in new arena | 467,000 | N/A |
| FOX News | 74/2012 | NNS: Jeffrey Earnhardt excels in new arena | 17,160,000 | \$52,566.00 |
| FOX Sports (NASCAR News) | July 3, 2012 | Jeffrey Earnhardt excels in new arena | 12,719,000 | \$210.00 |
| Catchfence | July 3, 2012 | Jeffrey Earnhardt, No. 15 Tobacco Free Florida / Nuts Off Ford Mustang Daytona International Speedway Preview | 4,000 | N/A |
| SpeedwayMedia.com | July 2, 2012 | Jeffrey Earnhardt – NNS Subway Jalapeno 250 | 19,000 | N/A |
| Suzette's Gazette | June 29, 2012 | Earnhardt to promote Tobacco Free Florida and race locals at Bronson Speedway | N/A | N/A |
| The Florida Times-Union (Jacksonville.com T-U2 blog) | June 28, 2012 | NASCAR entering a whole new arena with tobacco race ban | 762,000 | \$441.00 |
| The Daytona Times | June 28, 2012 | Students Working Against Tobacco commend Speedway for smoke-free grandstands | N/A | N/A |
| The Gainesville Sun (Gainesville.com) | June 27, 2012 | Jeffrey Earnhard visits to promote sponsor | 339,000 | \$1,497.76 |
| Palatka Daily News | June 22, 2012 | Column: Young Earnhardt looks to build reputation | 5,000 | \$379.08 |



| | | | | |
|--|---------------|---|-----------|------------|
| The Daytona Beach News-Journal | June 20, 2012 | Teens applaud Speedway for smoking ban in grandstands | 331,000 | N/A |
| The Daytona Beach News-Journal | June 20, 2012 | On the track, in the ring, this Earnhardt has a lot of fight | 331,000 | N/A |
| Tampa Bay Times (tampabay.com) | June 21, 2012 | Daytona Speedway grandstands to be smoke-free | 1,599,000 | N/A |
| Examiner.com (Motorsports Travel Examiner) | June 21, 2012 | Daytona recognized as smoke-free speedway | N/A | N/A |
| Capital Soup | June 21, 2012 | Tobacco Free Florida Partners with NASCAR Driver Jeffrey Earnhardt | N/A | N/A |
| The Daytona Beach News-Journal | June 20, 2012 | Teens applaud Speedway for smoking ban in grandstands | 331,000 | N/A |
| The Daytona Beach News-Journal | June 20, 2012 | On the track, in the ring, this Earnhardt has a lot of fight | 331,000 | N/A |
| Tampa Bay Times (tampabay.com) | June 21, 2012 | Daytona Speedway grandstands to be smoke-free | 1,599,000 | N/A |
| The Tampa Tribune (TBO.com) | June 20, 2012 | Daytona speedway grandstands now smoke-free | 31,000 | \$5,064.00 |
| The Miami Herald | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 2,182,000 | \$1,374.00 |
| The News-Press (Fort Myers-Naples) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 199,407 | N/A |
| The Gainesville Sun (Gainesville.com) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 339,000 | \$374.44 |
| The Ledger | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 292,000 | \$1,284.80 |
| The St. Augustine Record (StAugustine.com) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 158,139 | NA |
| My Fox Orlando | June 20, 2012 | Daytona International Speedway recognized for making grandstands smoke-free | N/A | N/A |
| CBS 12 News (West Palm Beach) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | N/A | N/A |
| CF News 13 (Orlando-Daytona) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | N/A | N/A |
| WESH (Orlando-Daytona) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | N/A | N/A |
| WFTV (Orlando-Daytona) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | N/A | N/A |
| WAWS - ActionNewsJax.com (Jacksonville) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | N/A | N/A |



| | | | | |
|--|------------------|---|-------------------|---------------------|
| FOX 4 Now (Fort Myers-Naples) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 41,000 | N/A |
| WINK News Now(Fort Myers-Naples) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 56,000 | N/A |
| WWSB ABC 7 MySuncoast.com (Sarasota) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 114,000 | N/A |
| WTLX ABC 27 (Tallahassee) | June 20, 2012 | Daytona Speedway to make grandstands smoke-free | 2,200 | N/A |
| WNDB News 1150 (Daytona Beach) | June 20, 2012 | DIS Grandstands Go Smoke-Free | N/A | N/A |
| Examiner.com (Motorsports Travel Examiner) | June 21, 2012 | Daytona recognized as smoke-free speedway | N/A | N/A |
| Sporting News (AOL) | June 20, 2012 | Daytona implements smoking ban in grandstands, hospitality areas | 540,312 | N/A |
| SpeedwayMedia.com | June 19, 2012 | Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free | 19,000 | N/A |
| PaddockTalk | June 20, 2012 | Students Working Against Tobacco Commend Daytona International Speedway For Making Grandstands Smoke-Free | 22,000 | N/A |
| Southwest Florida Online (blog) | June 20, 2012 | Students Working Against Tobacco Commend Daytona International Speedway For Making Grandstands Smoke-Free | N/A | N/A |
| Volusia County Moms | June 20, 2012 | Daytona International Speedway Grandstands Goes Smoke-Free | N/A | N/A |
| Speedway Digest | June 19, 2012 | Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free | N/A | N/A |
| Catchfence | June 19, 2012 | Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free | 4,000 | N/A |
| PalmCoastObserver.com | June 16, 2012 | Flagler students present Speedway tobacco-free award | N/A | N/A |
| Capital Soup | June 14, 2012 | Students Working Against Tobacco to Commend Daytona International Speedway for First Smoke-Free Grandstand Event | N/A | N/A |
| TOTALS: | | | 40,849,509 | \$177,867.58 |



BROADCAST TV CLIPS

WAWS – Action News at 7am

June 21, 2012

Jacksonville



<http://ctv4.criticalmention.com/playerpage/player?shareid=45343&partnerToken=8a80834d37a447b6013810abb24c7705&clientId=0>

Bay News 9 – (aired 4 times from 6:45 pm to 9:45 pm)

June 20, 2012

Tampa-St. Petersburg



<http://ctv4.criticalmention.com/playerpage/player?shareid=45293&partnerToken=8a80837937a4553c01380f7d98983f96&clientId=0>



CFLN CF 13 - The 4:00 PM Report

June 20, 2012
Orlando-Daytona



<http://ctv4.criticalmention.com/playerpage/player?shareid=45325&partnerToken=8a80837937a4553c01380f7d98983f96&clientId=0>

WINK Noon News

June 20, 2012
Naples-Fort Myers



<http://ctv4.criticalmention.com/playerpage/player?shareid=44795&partnerToken=8a80836937a4567c01380b13ed7f54b0&clientId=0>



WBBH NBC 2 - News at 11

June 20, 2012
Naples-Fort Myers



<http://ctv4.criticalmention.com/playerpage/player?shareid=44797&partnerToken=8a80836937a4567c01380b13ed7f54b0&clientId=0>

WFTV - Eyewitness News at 6

June 19, 2012
Orlando-Daytona



<http://ctv4.criticalmention.com/playerpage/player?shareid=44645&partnerToken=8a80837937a4553c01380a0b50a1295d&clientId=0>



WESH - 2 News on CW

June 19, 2012
Orlando-Daytona



<http://ctv4.criticalmention.com/playerpage/player?shareid=45353&partnerToken=8a80834d37a447b6013810abb24c7705&clientId=0>

The Daytona Times

July 4, 2012



Students Working Against Tobacco commend Speedway for smoke-free grandstands

*SPECIAL TO
THE DAYTONA TIMES*

Teens from across Northeast Florida came together on June 19 to recognize Daytona International Speedway for making the speedway's grandstands smoke-free. The teens from 21 surrounding counties are part of Students Working Against Tobacco (SWAT). They also challenged other sporting and entertainment venues in the state to follow the example set by the Speedway and protect more Floridians and visitors from secondhand smoke.

The SWAT members, along with NASCAR driver Jeffrey Earnhardt, the Volusia County Health Department, and representatives from Daytona International Speedway held a press conference outside of the Gate 8 Grandstand Entrance of the speedway on

June 19 at 2 p.m.

SWAT is a statewide youth organization working to mobilize, educate and equip Florida's youth to revolt against and de-glamorize Big Tobacco. It is a united movement of empowered youth working towards a tobacco free future.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

First smoke-free race event for July 6

The grandstands will officially be smoke-free starting with the Subway Jala-

peño 250 Powered By Coca-Cola on Friday night, July 6.

"Smoke-free policies that are being voluntarily adopted by businesses and organizations across the state are helping to save lives," said Dr. Bonnie Sorensen, director of the Volusia County Health Department. "We should never underestimate the dangers of secondhand smoke. Breathing secondhand smoke, even in small amounts or when outside, can be harmful to your health."

Tobacco Free Florida is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. The program is managed by the Florida Department of Health, specifically the Bureau of Tobacco Prevention Program.

For more information, visit www.tobaccofreeflorida.com.

The Gainesville Sun

AUTO RACING

Jeffrey Earnhardt in Bronson

Nationwide series driver **Jeffrey Earnhardt** will be at Bronson Speedway today promoting the Tobacco Free Florida campaign.

Jeffrey Earnhardt, the great grandson of International Motorsports Hall of Famer **Ralph Earnhardt**, the grandson of NASCAR icon **Dale Earnhardt** and the nephew of NASCAR star **Dale Earnhardt Jr.**, is partnering with the Florida Department of Health to support the state-wide tobacco prevention program.

Earnhardt will be at the Bronson Speedway from 3 p.m. until close to do an autograph signing and promote TFF as well as run in the Sportsman class race tonight.

G

Jeffrey Earnhardt visits town to promote sponsor

By Jim Harvin
Correspondent

Ever since Ralph Earnhardt won the NASCAR Sportsman Championship in 1966, the name of Earnhardt has continued to expand and grow in importance in the sport of stock car racing.

Ralph's son, Dale, would go on to become a NASCAR legend, winning seven Sprint Cup (formerly Winston Cup and NEXTEL Cup) titles in his career while earning the nickname of "The Intimidator" for his fearless and exciting racing style before his untimely death in 2001.

Dale's oldest son, Kerry, followed suit, racing in the NASCAR ranks until retiring a few years ago. Kerry's younger half-brother, Dale, Jr., is still racing, and "Little E" as he is affectionately known by his fans has been named the sport's most popular driver nine times.

The latest to join the list is 23-year-old Jeffrey Earnhardt, Kerry's son, who is slowly working his way up the NASCAR ladder. He was in Gainesville Wednesday on behalf of his newest sponsor, Florida Tobacco Free, which is the statewide project for smoking cessation and prevention spearheaded by the Florida Department of Health.

"I actually had to beg my dad to let me race," Jeffrey Earnhardt said. "He really wanted me to understand the work ethic and stuff that it was going to take to be involved in the sport. So I went out and found my own sponsors, found my own race

car and got it ready for the race with the help of a few people. When he saw how badly I really wanted to do it, he agreed to let me go run, and ever since, it's been wide open. I've been racing as much as I can."

After grooming his skills in the Craftsman Truck series for two years, Earnhardt stepped up to the Nationwide Series on a limited basis. He's run six NNS races to date, most recently in May in Talladega. Next up will be the Subway Jalapeno 200 at the Daytona International Speedway July 6, where he will debut his No. 15 Rick Ware Racing Ford Mustang and its new Tobacco Free Florida logo.

Earnhardt, who will be making a guest appearance at the Bronson Speedway Saturday night, will also run in the last NNS race of the year (Ford EcoBoost 300) in Homestead November 17.

"It's my second time going back there (Daytona)," Jeffrey said. "I ran the July race last year and finished 19th, and I'm coming back with a much better car. I'm excited to have Tobacco Free Florida on board because it's for a good cause. I feel real good about being able to make a difference in people's lives and helping them to quit."

"Racing started out with a big push from tobacco back in the day. Looking at it now, tobacco products aren't allowed and the grandstands are going smoke-free. It's like a whole new generation, and for me being one of the younger guys coming into racing, it's a pretty cool time."

The Florida Times-Union



2 Cents

NASCAR entering a whole new arena with tobacco race ban

Without Winston cigarettes, NASCAR probably still would be a racing on dirt tracks on Saturday night.

The company pumped money and its marketing might into the sport in 1971, and that pushed stock car racing onto the front pages and on network television every weekend.

That was then; this is now.

The Daytona International Speedway, a track that used to encourage smoking, will be smoke-free in the grandstands for the Coke Zero 400 on July 7.

Bill France Jr., the son of NASCAR founder **Bill France**, used to prohibit non-smoking signs at his race tracks. When Nextel and Sprint replaced Winston as the title sponsor of NASCAR's top series in 2004, those restrictions eventually went away.

France Jr. also died after battling cancer. He was a smoker.

The track not only will ban smoking in the stands, it will promote a program to keep teenagers from starting to smoke.

Students Working against Tobacco is 21 counties strong in Northeast Florida, including the First Coast.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson **Jeffrey Earnhardt**. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

Earnhardt's grandfather, **Dale Earnhardt**, won seven Winston Cup championships. While he took Winston's money, he did not smoke.

Getting people not to smoke in the grandstands will be difficult to stop and police. But the longer the program's in place, the easier it will be for the attitude to eventually change.

Daytona's decision was bold and necessary. It also was a complete reversal of everything the sport promoted during its greatest period of growth.

Buck up there, little camper



Cathleen Allison Associated Press

Tom McFarland tries to hold on during the bareback bronc riding event at the Reno (Nev.) Rodeo on Friday.

Andretti to NASCAR?

Michael Andretti (right) tried to put together a NASCAR program a year ago and failed. Apparently he hasn't given up.

According to Sports Illustrated, Andretti would like to be part of Dodge's NASCAR program. Dodge is losing its only customer, Penske Racing, at the end of the year, so the manufacturer is looking for

a big name to fill the void.

Andretti would do that. So would Richard Petty Motorsports. And both would be a boon to the car company.

Andretti is trying to find sponsorship with hopes of moving into the old Evernham Motorsports shops in Statesville, N.C.



June 27, 2012

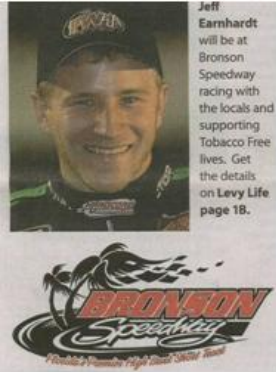
OCALA
STAR BANNER

AUTO RACING

**Jeffrey Earnhardt to visit
Gainesville, Bronson**

Professional race car driver **Jeffrey Earnhardt**, a rising star on the Nationwide Series, will be in Gainesville today and at Bronson Speedway on Saturday promoting the Tobacco Free Florida campaign.

Earnhardt, the great grandson of International Motorsports Hall of Famer **Ralph Earnhardt**, the grandson of NASCAR icon **Dale Earnhardt** and the nephew of NASCAR star **Dale Earnhardt Jr.**, is partnering with the Florida Department of Health to support the statewide tobacco cessation and prevention program.



Jeff Earnhardt will be at Bronson Speedway racing with the locals and supporting Tobacco Free lives. Get the details on Levy Life page 1B.

Jeff Earnhardt and Bronson Speedway Partner with Tobacco Free Florida to Race on June 30

Bronson Speedway is Florida's premier high-banked short track where action is the attraction.

Saturday June 30 will be action packed at Bronson Speedway plays host to not only hometown local racers, but also Jeff Earnhardt, who pilots the NASCAR Nationwide Series #15 Ford Mustang for Rick Ware Racing.

Jeff Earnhardt and Bronson Speedway have partnered with Tobacco Free Florida to promote a healthy tobacco free lifestyle. Jeff will be signing autographs and delivering the message to live Tobacco Free. The Meet and Greet begins at 3:30 p.m. and ends at 6 p.m. This is the first stop Earnhardt will make at a race-track since the smoke-free grandstand campaign debuted at Daytona International Speedway on Tuesday.

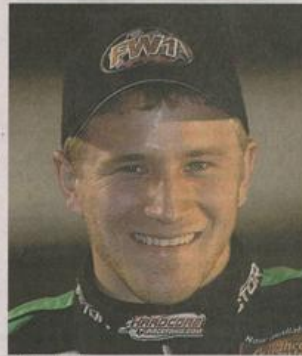
Jeff Earnhardt will compete in the Sportsman Feature in a car borrowed from local racer Wes Keller of Lake City. It doesn't get any better than seeing local heroes compete against an Earnhardt on the high banks of Bronson Speedway.

Action is the Attraction at Bronson Speedway, Florida's premier high banked short track!

Gates will open at 3:00 p.m. Racing begins 7:30 p.m. Look for discounted admission tickets posted on Bronson Speedway's Facebook page.

Like BRONSON SPEEDWAY on Facebook for more details. Bronson Speedway is located at 9950 NE State Rd. 24 between Archer and Bronson! For more information 486-4998

For more information: Bronson Speedway Owner Ann Young: 352-486-4998; Sportsman Car Owner Wesley Keller's PR 386-365-8639; and Tobacco Free Rep and Earnhardt Rep: Naylet Aguayo 305-573-9955 ext. 209.



Jeff Earnhardt



Earnhardt will race against local racers in this Sportsman car borrowed from Wes Keller of Lake City.



Bronson

NASCAR driver promoting Tobacco Free Florida

By Theresa Campbell
Gazette Staff

ARCHER—Attention all racetrack lovers! Throw caution out the window, reach maximum intensity and spin your head with a whirlwind of motion to celebrate Jeffrey Earnhardt's visit to Florida's premier high bank short track, Bronson Speedway, on Saturday June 30.

Earnhardt, grandson of legendary Dale Earnhardt Jr., and son of former NASCAR driver Kerry Earnhardt, will be showcasing his prodigious talent at Bronson Speedway to raise awareness for the "Tobacco Free Florida" campaign.

The campaign is designed to reveal the hazards of tobacco use and offer support for individuals who want to quit.

Bronson Speedway owner and promoter, Ann Young, said Earnhardt's participation in such an admirable cause is commendable.

"I like to call it an initiative to bring to focus to young people see EARNHARDT on page 8

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"I like to call it an initiative to bring to focus to young people see EARNHARDT on page 8

PAGE 8

JUNE 27, 2012

Wesley Keller racing loans race car to Earnhardt

By Theresa Campbell
Gazette Staff

With the upcoming debut of Jeffrey Earnhardt's arrival to Bronson Speedway on June 30th, fans, track employees and local racers are getting up to enjoy the ride.

One particular fan, Robert Keller, is donating a family car for the night so Earnhardt can participate in the racing extravaganza.

The car, a Sprintman, is a three-wheeled racer. It belongs to his brother, Wesley Keller, but Robert is handling the arrival and promotion of the car for that night.

When Robert Keller discovered Earnhardt was going to be at Bronson Speedway, he took the initiative to enter Earnhardt to race.

"I contacted the track to see if he would be interested in driving the car and give people a chance to see him drive with everyone else," he said.

Keller said this event is a good way to introduce local people to Bronson Speedway and forward the tobacco cessation campaign Tobacco Free Florida which he thinks is an admirable proposition.

"I think it's a good one," he said. "I am trying to quit smoking myself."

When asked if he thought Earnhardt would win the race, Keller said he and his brother would benefit financially, but he is more excited about the experience.

"I hope so! That is just more money for us," he said. "I know my brother hopes so, but it will be fun to have someone like him drive the car and see what he thinks about it."

Jeffrey Earnhardt is equally excited about attending the Bronson speedway event and promoting the Tobacco Free campaign which he has been a part of for about a year.

"We connected on July 6, at the nationwide race. Tobacco Free Florida was our sponsor," he said.

"We had a talk and they asked if we would be sponsors."



Driver Wesley Keller is loaning his "Shoemogger" #8 Sprintman car to Jeffrey Earnhardt to race against local drivers at Bronson Speedway on June 30.

Photo by Suzette Cook

Twenty-three-year-old Earnhardt, who comes from a long line of race car drivers, has been racing for a while.

"I first started racing when I was 14 years old," he said.

He began his career in a 4-wheel drive street car on dirt and slowly worked his way up to driving on asphalt.

Earnhardt said he has never been to Bronson Speedway, but he is excited to experience meeting new people, racing and promoting the campaign.

"I am not excited. It's always fun when you get a chance to race," he said. There is a start and grand and anti-graph session lined up, but once he gets a car on the track, the fun atmosphere will abruptly change to a serious tone of competition.

Earnhardt said he has no intention of reducing his competitive streak when racing at Bronson Speedway.

"I am never going to take it easy," he said. "It is a competitive nature. You're always going to give it your all, I am not going to take it easy on them because they are not going to take it easy on me."

While the competitive nature is apparent, Earnhardt's tone was humble as he said he appreciates the talent of many local drivers. "My hat's off to them," he said. "They are excellent local drivers."

Don't miss out on a potential once-in-a-lifetime opportunity to meet Jeff Earnhardt and participate in a tobacco-free cause! Like Young said, "Earnhardt to NASCAR."

Admission to the race is just \$25, but check the Bronson Speedway Facebook page for general admission promotions.

For further details on Earnhardt's arrival, feel free to contact Bronson Speedway at 352-616-0700.

For more information on Tobacco Free Florida, visit the campaign's website at www.tobaccofreeflorida.com.

The Liquor Store advertisement



Young Earnhardt looks to build reputation

He's been in racecars since he was 13 years old on a half-mile dirt track in Virginia. Since then, he has raced at Talladega, Charlotte, Bristol and Daytona Beach in the NASCAR Nationwide Series.

He was 18 in 2007 when he was named most popular driver on the Busch East circuit.

Small wonder. He's an Earnhardt.

He is Jeff Earnhardt - Kerry's son, Dale Jr.'s nephew and Dale Sr.'s grandson. He turns 23 today and will be in Palatka tomorrow, appearing at O'Reilly Auto Parts on State Road 19 from 2-3 p.m. and at the Downtown Cruise-In on the 600 and 700 blocks of St. Johns Avenue from 5-7 p.m.

He'd love to talk about his ride.



Nationwide driver Jeff Earnhardt will be in Palatka on Saturday.

the No. 15 Mustang that will carry the Tobacco Free Florida logo at Daytona July 6 in the Subway Jalapeno 250 Powered by Coca-Cola. But it's OK to ask about the family.

"It's a double-edged sword. There's a lot of pressure, but it's awesome to see the fan base my grandfather built," he said. "The fans want to see the Earnhardt name out there winning

races." Indeed. Consider the hubbub created last Sunday by Dale Jr. breaking a 143-race winless streak last Sunday in Michigan, elbowing himself and NASCAR into the national sports consciousness Monday morning alongside the NBA Finals and U.S. Open golf.

Schedules don't permit Jeff to see much of his uncle. "He stays pretty busy. It's a busy lifestyle. He stays on the road. It's part of racing and you've got to be comfortable with it," he said. (No longer racing, Kerry Earnhardt is developing an outdoors show.)

Hooking up with Tobacco-Free Florida gave Jeff the sponsorship he needed for "seat time" in Daytona, where he hopes to build on an encouraging performance at the Aaron's 312 Nationwide race at Talladega in May.

"We've run in two Nationwide races so far. For Bristol, we didn't have the best car there and really struggled," Earnhardt said. "We had a real solid run at Talladega - top 15 all day long, seventh at one point - and were taken

See EARNHARDT, Page 9A

Earnhardt

CONTINUED FROM PAGE 8A

out at the end.

"(On a) superspeedway, you never really know. It's people pushing each other at 200 mph the whole time. It's the nature of the beast."

Having also competed on the truck circuit, Earnhardt was in two Nationwide races in 2011.

"Charlotte and the July Daytona race (finishing 19th). We're coming here this year with a much better car," he said.

And again, it is much-needed seat time.

"Short tracks, I'm pretty good and superspeedways, too, but the intermediate tracks are pretty tough," Earnhardt said. "You've got to be on that edge of being loose, but not too loose. There's a line you do not want to cross."

"I've just got to get more seat time. The less I'm in a car, the less I'm learning."




June 21, 2012

St. Petersburg Times
Tampa Bay Times

10B | Thursday, June 21, 2012 | Tampa Bay Times ★★★★★

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DAYTONA BEACH

SMOKE-FREE DAYTONA GRANDSTANDS

The grandstands at Daytona International Speedway will soon be smoke-free. NASCAR driver Jeffrey Earnhardt held a news conference Tuesday along with a group of Florida teens and local officials. Earnhardt, grandson of the late Dale Earnhardt, said that families see drivers and venues like Daytona as legendary and this decision sends a healthy message to race fans. He is a spokesman for Tobacco Free Florida. The grandstands will officially be smoke-free starting with the Subway Jalapeño 250 Powered by Coca-Cola on July 6. Members of the group Students Working against Tobacco encouraged other outdoor Florida venues to also adopt tobacco-free and smoke-free policies.



June 20, 2012

ELITE ATHLETES CHOOSE EMBRY-RIDDLE FOR OLYMPIC TRAINING SPORTS, PAGE 1B



AVOCADO WARS

It's Florida vs. California

ACCENT, PAGE 1D

The Daytona Beach
News-Journal
THE INDEPENDENT VOICE OF VOLUSIA & FLAGLER COUNTIES

WEDNESDAY
JUNE 20, 2012

TODAY'S FORECAST

Clean Florida air for all to enjoy.
High: Mid-80s. Low: Mid-70s. PAGE 4C



EX-EGYPTIAN LEADER

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WORLD, PAGE 2A

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Teens applaud Speedway for grandstands smoking ban

Coke Zero 400

WHEN: Nationwide Series Subway Jalapeno 250, 7:30 p.m. Friday, July 6; Sprint Cup Coke Zero 400, 7:30 p.m. Saturday, July 7

MAIN ENTERTAINMENT: 5:30 p.m. Saturday concert by Train

TICKETS/

INFORMATION: daytonainternational-speedway.com

By **LACEY MCLAUGHLIN**
STAFF WRITER

DAYTONA BEACH — Kayla Spengemann and Savannah Ross, both 16, are too young to remember when tobacco companies gave away cigarettes during races at the Daytona International Speedway.

But such an offer wouldn't have much appeal anyway.

"I think that's horrible. I can't imagine that happening now," said Ross.

The Putnam County

teenagers were among 60 students from northeast Florida who applauded Daytona International Speedway officials Tuesday for reducing the effects of second-hand smoking. Starting with events July 6 and during the Coke Zero on July 7, smoking in the track grandstands will be prohibited.

SEE SMOKING, PAGE 9A

lacey.mclaughlin
@news-jrnl.com



News-Journal/NIGEL COOK

Driver Jeffrey Earnhardt signs an autograph for Julia Raulerson, 9, of Atlanta, at Daytona International Speedway on Tuesday.

ONLINE CLIPS



The screenshot shows the SPEED website interface. At the top, there's a navigation bar with 'WATCH' and 'HOT NOW' buttons, and a 'FAST FRIDAY' banner. Below that is a main menu with categories like 'Home', 'TV Shows', 'TV Schedule', 'NASCAR', 'Formula 1', 'Auto Racing', 'Moto Racing', 'Cars', 'Bikes', 'Store', 'Forums', 'Games', 'Mobile', 'Deals', 'Videos', and 'Photos'. A secondary menu includes 'Results & Standings', '2012 Series Schedules', 'Hall of Fame', 'Sprint Cup', 'Camping World Trucks', 'Nationwide', 'CUP Fantasy Racing', 'Sprint Cup Drivers', 'NASCAR Video', 'Social Garage', and 'Tracks'. The main content area features a 'NASCAR Nationwide SERIES' logo, a 'POSTED PRIVATE PROPERTY' sign, and an 'ASK FIRST treadlightly!' banner. Below this is a 'DON'T TRASH' banner. The article title is 'NNS: Jeffrey Earnhardt Excels In New Arena' by Lee Spencer, dated July 04, 2012. The article text reads: 'Fourth-generation driver Jeffrey Earnhardt is trying his hand at mixed martial arts...'. There are social media sharing options and a 'RELATED' section with links to 'More NASCAR News', 'NASCAR on SPEED Facebook', 'NASCAR on SPEED TV Programs', and 'Cup Fantasy Racing - Play Now'. A 'RELATED' section also mentions 'Jeffrey Earnhardt will compete in this weekend's Nationwide Series race at Daytona International Speedway in the Risk Wars'.

July 4, 2012

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Earnhardt will be carrying the Tobacco Free Florida message on his No. 15 Ford for the Subway Jalapeno 250. Earnhardt went to Florida two weeks before the race to promote Daytona's smoke-free grandstands and bring awareness to race fans on the dangers of smoking — quite a departure from when Winston sponsored NASCAR's top tour.

Earnhardt feels that his commitment to a healthy lifestyle plays well with the Tobacco Free Florida partnership. He will also carry the message at Homestead.

As far as his next cage match, Earnhardt will hit the "Renegade" gym as soon as he returns to Charlotte. This time he wants a full three months to "be really, really prepared" for his next match — and his next race.

"As soon as I get finished with all the sponsorship appearances I have lined up, I'm going to get back to the gym and start training some more

<http://nascar.speedtv.com/article/nns-jeffrey-earnhardt-excels-in-new-arena>



NNS: Jeffrey Earnhardt Excels In New Arena

Published July 04, 2012 / Speed



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CUP: A Daytona Summer – The Way Things Were

The first thing that came to mind when I saw the pictures of Jeffrey Earnhardt was, "OMG, they must have Photoshopped these."

But no, the 23-year-old grandson of the late Dale Earnhardt, and Dale Earnhardt Jr.'s nephew, is every bit that buff. As in, Carl-Edwards-cover-of-*"Men's Health"*-magazine, six-pack-exposed kind of buff.

"It's amazing what good photography can do, right," Earnhardt says with a laugh. "Actually, I didn't train real hard other than like two months — probably two months of solid everyday training. But it's pretty crazy what you can accomplish in two months 'cause it's probably the best shape I've ever been in my life."

Earnhardt, who wrestled at Mooresville (N.C.) High School, later became a fan of mixed martial arts. At the urging of friends, Earnhardt began with the

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July 4, 2012

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"As soon as I get finished with all the sponsorship appearances I have lined up, I'm going to get back to the gym and start training some more

<http://www.foxnews.com/sports/2012/07/04/nns-jeffrey-earnhardt-excels-in-new-arena/?intcmp=trending>

FOX SPORTS EXCLUSIVE

Jeffrey Earnhardt excels in new arena



Jeffrey Earnhardt has taken on a second career.



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UPDATED JUL 3, 2012 6:11 PM ET

The first thing that came to mind when I saw the pictures of Jeffrey Earnhardt was, "OMG, they must have Photoshopped these."

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"As soon as I get finished with all the sponsorship appearances I have lined up, I'm going to get back to the gym and start training some more," Earnhardt said. "I want to stay in shape because it will help racing the car — it's a lot tougher than people realize."

[HTTP://MSN.FOXSPORTS.COM/NASCAR/STORY/NASCAR-DRIVER-JEFFREY-EARNHARDT-BULKS-UP-CAREER-RESUME-WITH-MMA-070312](http://msn.foxsports.com/nascar/story/nascar-driver-jeffrey-earnhardt-bulks-up-career-resume-with-mma-070312)



Jeffrey Earnhardt – NNS Subway Jalapeno 250

Published on July 2, 2012 by **Official Release** · No Comments

Daytona, FL (June 27, 2012) – From MMA fight cage to his #15 Tobacco Free Florida – Nuts Off Ford Mustang roll cage, Jeffrey Earnhardt is making his presence known throughout the world of sports. Jeffrey is preparing for this Fridays NNS Subway Jalapeno 250 powered by Coca-Cola at Daytona International Speedway and says he and the Rick Ware Racing team are ready for a top finish. "The MMA training has been great both physically and mentally and I've never been more ready to get behind the wheel than for this race. Rick and the guys are making sure we have a fast car and we expect to compete in the front", said Earnhardt.



Jeffrey has been in Florida for the past two weeks delivering Tobacco Free Florida's message at a number of venues and making appearances at several O'Reilly Auto Part Stores meeting fans and signing autographs. "I get a chance to meet a lot of young kids and the Tobacco Free message is something I really support. Hopefully the next generation of children will see that smoking is not cool and I'm excited to deliver that message."

Jeffrey Earnhardt – NNS Subway Jalapeno 250

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The 4th generation Earnhardt driver enjoyed a unanimous decision in his Mixed Martial Arts debut and now he's switching fight gloves for race gloves as he competes on the high banks of Daytona.

"I'm pretty comfortable on the super speedways and look forward to giving the fans something to cheer about." Race starts at 7pm ET and will be televised on ESPN, July 6th 2012.

Facebook: www.facebook.com/jeffreyearnhardt

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Web: www.jeffreyearnhardt.com

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<http://www.speedwaymedia.com/?p=27578>






TUESDAY JUL 03, 2012

Jeffrey Earnhardt, No. 15 Tobacco Free Florida / Nuts Off Ford Mustang Daytona International Speedway Preview

[Press Release](#)

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- Jeffrey Earnhardt Inc. Press Release

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<http://www.catchfence.com/2012/nationwide/07/03/jeffrey-earnhardt-no-15-tobacco-free-florida-nuts-off-ford-mustang-daytona-international-speedway-preview/>



June 29, 2012

Subscribe



Earnhardt to promote Tobacco Free Florida and race locals at Bronson Speedway

by azook



Jeffrey Earnhardt will be racing at Bronson Speedway Saturday and promoting Tobacco Free Florida.

By Theresa Campbell

Gazette Staff

ARCHER—Attention all racetrack lovers! Throw caution out the window, reach maximum intensity and spin your head with a whirlwind of motion to celebrate Jeffrey Earnhardt's visit to Florida's premier high bank short track, Bronson Speedway, on Saturday June 30.

Earnhardt, grandson of legendary Dale Earnhardt, nephew Dale Earnhardt Jr., and son of former NASCAR driver Kerry Earnhardt, will be showcasing his prodigious talent at Bronson Speedway to raise awareness for the "Tobacco free Florida" campaign.

The campaign is designed to reveal the hazards of tobacco use and offer support for individuals who want to quit.



June 29, 2012

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The campaign is designed to reveal the hazards of tobacco use and offer support for individuals who want to quit.

Bronson Speedway owner and promoter, Ann Young, said Earnhardt's participation in such an admirable cause is commendable.

"I like to call it an initiative to bring to focus to young people the effects of tobacco," she said.

Young said she believes fans, especially younger generation fans, will be receptive to Earnhardt's message.

"Seeing someone as young as he is talk about promoting education will turn over the lack of awareness and change the subconscious mind about smoking," she said. "Earnhardt is living the dream, racing the cars and spreading a good message."

<http://www.gazettecentral.com/2012/06/29/earnhardt-to-race-local-at-bronson-speedway-and-promote-tobacco-free-florida/>

TU-2



If you're a sports fan, this is the place to be

NASCAR entering a whole new arena with tobacco race ban



Submitted by Don Coble on June 28, 2012 - 5:06am



TU-2

2 cents

Without Winston cigarettes, NASCAR probably still would be racing on dirt tracks on Saturday night.

The company pumped money and its marketing might into the sport in 1971, and that pushed stock car racing onto the front pages and on network television every weekend.

That was then; this is now.

The Daytona International Speedway, a track that used to encourage smoking, will be smoke-free in the grandstands for the Coke Zero 400 on July 7.

Bill France Jr., the son of NASCAR founder Bill France, used to prohibit non-smoking signs at his race tracks. When Nextel and Sprint replaced Winston as the title sponsor of NASCAR's top series in 2004, those restrictions eventually went away.

France Jr. also died after battling cancer. He was a smoker.

The track not only will ban smoking in the stands, it will promote a program to keep teen-agers from starting to smoke.

Students Working against Tobacco is 21 counties strong in Northeast Florida, including the First Coast.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

Earnhardt's grandfather, Dale Earnhardt, won seven Winston Cup championships. While he took Winston's money, he did not smoke.

Getting people not to smoke in the grandstands will be difficult to stop and police. But the longer the program's in place, the easier it will be for the attitude to eventually change.

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Submitted by Don Coble on June 28, 2012 - 5:06am TU-2

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Daytona's decision was bold and necessary. It also was a complete reversal of everything the sport promoted during its greatest period of growth.

<http://jacksonville.com/opinion/blog/401949/don-coble/2012-06-28/nascar-entering-whole-new-arena-tobacco-race-ban>



Students Working Against Tobacco commend Speedway for smoke-free grandstands

June 28, 2012 | Filed under DAYTONA BEACH | Posted by admin

SPECIAL TO
THE DAYTONA TIMES

Teens from across Northeast Florida came together on June 19 to recognize Daytona International Speedway for making the speedway's grandstands smoke-free. The teens from 21 surrounding counties are part of Students Working against Tobacco (SWAT).

They also challenged other sporting and entertainment venues in the state to follow the example set by the Speedway and protect more Floridians and visitors from secondhand smoke.

The SWAT members, along with NASCAR driver Jeffrey Earnhardt, the Volusia County Health Department, and representatives from Daytona International Speedway held a press conference outside of the Gate 8 Grandstand Entrance of the speedway on June 19 at 2 p.m.

SWAT is a statewide youth organization working to mobilize, educate and equip Florida's youth to revolt against and de-glamorize Big Tobacco. It is a united movement of empowered youth working towards a tobacco free future.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."



Daytona International Speedway Vice President Andrew Gurtis and NASCAR driver Jeffrey Earnhardt are shown with the award presented by the Students Working Against Tobacco. (COURTESY OF DAYTONA INTERNATIONAL SPEEDWAY)

June 28, 2012

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<http://daytonatimes.com/2012/06/28/students-working-against-tobacco-commend-speedway-for-smoke-free-grandstands/>

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Teens applaud Speedway for smoking ban in grandstands

BY LACEY MCLAUGHLIN, STAFF WRITER

June 20, 2012 1:05 AM
 Posted in: Sprint Cup | Tagged: Coke Zero 400

DAYTONA BEACH -- Kayla Spengemann and Savannah Ross, both 16, are too young to remember when tobacco companies gave away cigarettes during races at the Daytona International Speedway.

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The Putnam County teenagers were among 60 students from northeast Florida who applauded Daytona International Speedway officials Tuesday for reducing the effects of second hand smoking. Starting with events July 6 and during the Coke Zero on July 7, smoking in the track grandstands will be prohibited.

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Driver Jeffrey Earnhardt signs an autograph for Julia Raulerson, 9, of Atlanta, during a news conference Tuesday at Daytona International Speedway to promote smoke-free grandstands. (N-J | Nigel Cook)

If You Go
 WHEN: Nationwide Series Subway Jalapeno 250, 7:30 p.m. Friday, July 6, Sprint Cup Coke Zero 400, 7:30 p.m. Saturday, July 7

From Our Readers
 Photos Letters to the Editor

Teens applaud Speedway for smoking ban in grandstands

BY LACEY MCLAUGHLIN, STAFF WRITER

June 20, 2012 1:05 AM

Driver Jeffrey Earnhardt signs an autograph for Julia Raulerson, 9, of Atlanta, during a news conference Tuesday at Daytona International Speedway to promote smoke-free grandstands. (N-J | Nigel Cook)

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"I think that's horrible, I can't imagine that happening now," said Ross. The Putnam County teenagers were among 60 students from northeast Florida who applauded Daytona International Speedway officials Tuesday for reducing the effects of second hand smoking. Starting with events July 6 and during the Coke Zero on July 7, smoking in the track grandstands will be prohibited.

The anti-tobacco awareness campaigns Tobacco-Free Florida and Students Working Against Tobacco, along with NASCAR driver Jeffrey Earnhardt and representatives from the Florida Department of Health, voiced their support for the new policy Tuesday during a press conference at the Speedway.

Dr. Bonnie Sorensen, Florida Department of Health director, said the change represents a milestone for the community and the state.

...

<http://www.news-journalonline.com/racing/sprint-cup/2012/06/20/teens-applaud-speedway-for-smoking-ban-in-grandstands.html>

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Jeffrey Earnhardt visits to promote sponsor



Jeffrey Earnhardt poses for photos with fans on Wednesday in Gainesville. Earnhardt signed autographs and met with fans as part of this Tobacco Free Florida campaign.

Matt Starnay/Staff photographer

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Why Skilletts Hate Bowed Haircolor
(Hair Color For Women)



Miley Cyrus Lets It All Hang Out (Literally)
(CafeMom)



Steven Tyler to Leave American Idol
(NYTimes)



The Gateway: Efficiency on the Run
(APNews)

By **Jim Harvin**
Correspondent

Published: Wednesday, June 27, 2012 at 11:00 p.m.

Last Modified: Wednesday, June 27, 2012 at 11:56 p.m.

Ever since Ralph Earnhardt won the NASCAR Sportsman Championship in 1956, the name of Earnhardt has continued to expand and grow in importance in the sport of stock car racing.

Ralph's son, Dale, would go on to become a NASCAR legend, winning seven Sprint Cup (formerly Winston Cup and NEXTEL Cup) titles in his career while earning the nickname of "The Intimidator" for his fearless and exciting racing style before his

By Jim Harvin

Published: Wednesday, June 27, 2012 at 11:00 p.m.

.....
The latest to join the list is 23-year-old Jeffrey Earnhardt, Kerry's son, who is slowly working his way up the NASCAR ladder. He was in Gainesville Wednesday on behalf of his newest sponsor, Florida Tobacco Free, which is the statewide project for smoking cessation and prevention spearheaded by the Florida Department of Health.

"I actually had to beg my dad to let me race," Jeffrey Earnhardt said. "He really wanted me to understand the work ethic and stuff that it was going to take to be involved in the sport. So I went out and found my own sponsors, found my own race car and got it ready for the race with the help of a few people. When he saw how badly I really wanted to do it, he agreed to let me go run, and ever since, it's been wide open. I've been racing as much as I can."

After grooming his skills in the Craftsman Truck series for two years, Earnhardt stepped up to the Nationwide Series on a limited basis. He's run six NNS races to date, most recently in May in Talladega. Next up will be the Subway Jalapeno 250 at the Daytona International Speedway July 6, where he will debut his No. 15 Rick Ware Racing Ford Mustang and its new Tobacco Free Florida logo.

<http://www.gainesville.com/article/20120627/ARTICLES/120629567>

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Friday, June 22, 2012

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Column: Young Earnhardt looks to build reputation

By **Andy Hall**

Published: Friday, June 22, 2012 12:47 AM EDT

He's been in racecars since he was 13 years old on a half-mile dirt track in Virginia. Since then, he has raced at Talladega, Charlotte, Bristol and Daytona Beach in the NASCAR Nationwide Series.

He was 18 in 2007 when he was named most popular driver on the Busch East circuit.

Small wonder. He's an Earnhardt.

He is Jeff Earnhardt - Kerry's son, Dale Jr.'s nephew and Dale Sr.'s grandson. He turns 23 today and will be in Palatka tomorrow, appearing at O'Reilly Auto Parts on State Road 19 from 2-3 p.m. and at the Downtown Cruise-In on the 600 and 700 blocks of St. Johns Avenue from 5-7 p.m.

He'd love to talk about his ride, the No. 15 Mustang that will carry the Tobacco Free Florida logo at Daytona July 6 in the Subway Jalapeno 250 Powered by Coca-Cola. But it's OK to ask about the family.

"It's a double-edged sword. There's a lot of pressure, but it's awesome to see the fan base my grandfather built," he said. "The fans want to see the Earnhardt name out there winning races."

Indeed. Consider the hubbub created last Sunday by Dale Jr. breaking a 143-race winless streak last Sunday in Michigan, elbowing himself and NASCAR into the national sports consciousness Monday morning alongside the NBA Finals and U.S. Open golf.

Schedules don't permit Jeff to see much of his uncle. "He stays pretty busy. It's a busy lifestyle. He stays on the road. It's part of racing and you've got to be comfortable with it," he said. (No longer racing, Kerry Earnhardt is developing an outdoors show.)

Hooking up with Tobacco-Free Florida gave Jeff the sponsorship he needed for "seat time" in Daytona, where he hopes to build on an encouraging performance at the Aaron's 312 Nationwide race at Talladega in May.

"We've run in two Nationwide races so far. For Bristol, we didn't have the best car there and really struggled," Earnhardt said. "We had a real solid run at Talladega - top 15 all day long, seventh at one point - and were taken out at the end."

"(On a) superspeedway, you never really know. It's people pushing each other at 200 mph the whole time. It's the nature of the beast."

Having also competed on the truck circuit, Earnhardt was in two Nationwide races in 2011.

"Charlotte and the July Daytona race (finishing 19th). We're coming here this year with a much better car," he said.

And again, it is much-needed seat time.

"Short tracks, I'm pretty good and superspeedways, too, but the intermediate tracks are pretty tough," Earnhardt said. "You've got to be on that edge of being loose, but not too loose. There's a line you do not want to cross."

The screenshot shows the News-Journal website interface. At the top, there's a navigation bar with the date 'Wednesday, June 20, 2012' and options for 'E-Edition', 'Subscribe', 'Reader services', and 'Advertise with us'. Below this is a large banner for Harley-Davidson with the text 'PASSION. HOW DO YOU MEASURE THE VALUE OF A MOTORCYCLE? TAKE A TEST RIDE'. The main navigation menu includes 'NEWS', 'BUSINESS', 'SPORTS', 'RACING', 'LIFESTYLE', 'OPINION', and 'ENTERTAINMENT'. A search bar is located on the right. The featured article is titled 'On the track, in the ring, this Earnhardt has a lot of fight' by Godwin Kelly, Motorsports Editor, dated June 20, 2012. The article text discusses Jeffrey Earnhardt's upcoming race and his MMA background. There are two photos: one of Jeffrey Earnhardt and another of him in a fight. A 'From Our Readers' section is visible on the right side of the article.

On the track, in the ring, this Earnhardt has a lot of fight

BY GODWIN KELLY, MOTORSPORTS EDITOR
June 20, 2012 1:00 AM

DAYTONA BEACH -- This is a warning to all drivers racing against Jeffrey Earnhardt in the July 6 Subway Jalapeno 250 Nationwide Series race at Daytona International Speedway. If you have any thoughts about spinning him out during the 100-lap run over the 2.5-mile tri-oval, you might want to consider he is a mixed martial arts fight winner.

"MMA is a tough sport," he said of his lone MMA victory May 22. "It's physically demanding in every way. You have to be strong. You have to be physically fit." The grandson of "The Intimidator" Dale Earnhardt was in town Tuesday to promote the Speedway's no smoking in the grandstands policy.

His car will be sponsored in next month's race, then at Homestead in November, by tobaccofreeflorida.com.

Motorsports has turned 180 degrees on smoking and tobacco products, considering Earnhardt's grandfather was a seven-time "Winston" Cup Series champion. "The sport was built with big tobacco backing, but today, it's a whole new generation," Earnhardt said before speaking to teenagers from across the state.

"Daytona is going smoke-free. That is good. It is a health concern. It's good to see the sport changing and making a difference." Earnhardt, who turns 23 on Friday, was in grade school when his grandfather won the 1998 Daytona 500. Earnhardt's uncle -- Dale Earnhardt Jr. -- snapped a 143-race losing streak Sunday.

<http://www.news-journalonline.com/racing/nationwide-series/2012/06/20/on-the-track-in-the-ring-this-earnhardt-has-a-lot-of-fight.html>



The screenshot shows the Tampa Bay Times website interface. At the top, the newspaper's name and logo are displayed, along with navigation links for 'Today's paper', 'eEdition', 'Subscribe', 'PolitiFact.com', and 'tbt Latest print edition'. Below this is a horizontal menu with categories like 'Classifieds', 'BooCoo Auctions', 'Press Releases', 'Jobs', 'Real Estate', 'Cars', 'Shop', and 'Advertise'. A search bar and social media links are also present. The main content area features the article 'Daytona Speedway grandstands to be smoke-free' with a sub-headline 'smoke-free Daytona grandstands'. The article text describes the decision by NASCAR driver Jeffrey Earnhardt to make the grandstands smoke-free. To the left, there is a sidebar with 'Top shares' and 'Most commented' sections. To the right, there are advertisements for 'Seminole County Florida's Natural Choice' and 'Chevy Runs Deep'.

Daytona Speedway grandstands to be smoke-free

Times wires
In Print: Thursday, June 21, 2012

Smoke-free Daytona grandstands

The grandstands at Daytona International Speedway will soon be smoke-free. NASCAR driver Jeffrey Earnhardt held a news conference Tuesday along with a group of Florida teens and local officials. Earnhardt, grandson of the late Dale Earnhardt, said that families see drivers and venues like Daytona as legendary and this decision sends a healthy message to race fans. He is a spokesman for Tobacco Free Florida. The grandstands will officially be smoke-free starting with the Subway Jalapeño 250 Powered by Coca-Cola on July 6. Members of the group Students Working against Tobacco encouraged other outdoor Florida venues to also adopt tobacco-free and smoke-free policies.

<http://www.tampabay.com/news/daytona-speedway-grandstands-to-be-smoke-free/1236510>





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Daytona speedway grandstands now smoke-free

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By The Associated Press
Published: June 20, 2012

Comments | Post a Comment

DAYTONA BEACH -- Fans at Daytona International Speedway will no longer be allowed to smoke in the grandstands.

Beginning with the Subway Jalapeno 250 Powered by Coca-Cola on July 6, fans who wish to light up will be required to go to designated smoking areas.

Fans in the infield can still smoke at their campsites or in the FanZone. Officials said they don't plan to end smoking in those areas at this time.

The move is significant with a venue and sport whose survival once counted on sponsorship from tobacco giant R.J. Reynolds. Not long ago, tobacco companies gave away products to fans and the media during events.

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Daytona speedway grandstands now smoke-free

By The Associated Press
Published: June 20, 2012

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Track officials said the speedway is the last sporting event in the state to go smoke-free. The speedway made the announcement Tuesday with members of Students Working Against Tobacco. The group of teens encouraged other outdoor Florida venues to also adopt tobacco-free and smoke-free policies.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said Nationwide Series driver Jeffrey Earnhardt, a spokesman for Tobacco Free Florida. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

.....

<http://www2.tbo.com/news/breaking-news/2012/jun/20/daytona-speedway-grandstands-now-smoke-free-ar-418247/>



Daytona Speedway to make grandstands smoke-free

THE ASSOCIATED PRESS

DAYTONA, Fla. -- The grandstands at Daytona International Speedway will soon be smoke-free.

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Members of the group Students Working against Tobacco encouraged other outdoor Florida venues to also adopt tobacco-free and smoke-free policies.

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Daytona Speedway to make grandstands smoke-free

The Associated Press

June 20, 2012

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<http://www.miamiherald.com/2012/06/20/2858721/daytona-speedway-to-make-grandstands.html#storylink=cpy>



Daytona Speedway to make grandstands smoke-free

8:43 AM, Jun. 20, 2012 | 3 Comments

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Written by Associated Press

DAYTONA, Fla. (AP) — The grandstands at Daytona International Speedway will soon be smoke-free.

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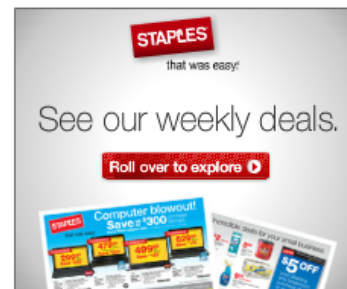
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June 20, 2012

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<http://www.news-press.com/apps/pbcs.dll/article?AID=2012306200040>

The screenshot shows the Gainesville.com website interface. At the top, there are navigation links for Gainesville.com, GatorSports.com, Gainesville Magazine, Scene, Moms, Guardian, Pets, and Mugshots. A search bar is present with a 'Search' button and a 'Web Search by YAHOO!' option. The weather is displayed as 85° P/SUNNY, GAINESVILLE, FL. Below the search bar is a main navigation menu with links for Home, News, Sports, Entertainment, Living, Opinion, Blogs, Obituaries, Classifieds, Real Estate, Jobs, and Cars. The article title is 'Daytona Speedway to make grandstands smoke-free'. The byline is 'The Associated Press'. The article text states that the grandstands at Daytona International Speedway will soon be smoke-free. A quote from NASCAR driver Jeffrey Earnhardt is included, along with a photo of him. A 'PHOTOS' section at the bottom right shows three photo thumbnails with captions: 'Dep. Jack A. Romeis Road Dedication', 'Photos of the day', and 'Cedar Key Tap Water Problem'. A 'More Videos' section is also visible on the left side of the article.

Daytona Speedway to make grandstands smoke-free

The Associated Press

Published: Wednesday, June 20, 2012 at 6:01 a.m.

Last Modified: Wednesday, June 20, 2012 at 5:58 a.m.

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<http://www.gainesville.com/article/20120620/APN/1206200654>



Daytona Speedway to make grandstands smoke-free

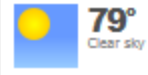
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Daytona Speedway to make grandstands smoke-free

Posted: June 20, 2012 - 7:52am



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Posted: June 20, 2012 - 7:52am

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<http://staugustine.com/news/local-news/2012-06-20/daytona-speedway-make-grandstands-smoke-free>



Daytona International Speedway recognized for making grandstands smoke-free

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Posted: Jun 19, 2012 4:48 PM EDT
Updated: Jun 19, 2012 4:48 PM EDT



VOLUSIA COUNTY, Fla. (WOFL FOX 35 ORLANDO) - Teens from across Northeast Florida gathered Tuesday to recognize Daytona International Speedway for its bold move to make the speedway's grandstands smoke-free.

The teens from 21 surrounding counties are part of Students Working against Tobacco (SWAT).

The SWAT members, along with NASCAR driver Jeffrey Earnhardt, the Volusia County Health Department, and representatives from Daytona International Speedway were on hand for the recognition. "I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

The grandstands of Florida's prestigious and historic sporting venue will officially be smoke-free starting with the Subway Jalapeño 250 Powered By Coca-Cola on Friday night, July 6.

According to the U.S. Department of Health and Human Services, secondhand smoke contains a deadly mix of more than 7,000 chemicals, hundreds of which are toxic and 69 that can cause cancer. Each year, nearly 50,000 non-smoking Americans die from a disease primarily caused from exposure to secondhand smoke.

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Daytona International Speedway recognized for making grandstands smoke-free

June 20, 2012 | VOLUSIA COUNTY, Fla. (WOFL FOX 35 ORLANDO) -

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Each year, nearly 50,000 non-smoking Americans die from a disease primarily caused from exposure to secondhand smoke.

Smokers and smokeless tobacco users interested in quitting are encouraged to call the Florida Quitline at 1-877-U-CAN-NOW to speak with a Quit Coach. To learn about Tobacco Free Florida and the state's free quit smoking resources, visit www.tobaccofreeflorida.com

<http://www.myfoxorlando.com/story/18828198/students-working-against-tobacco-recognize-daytona-international-speedway-for-making-grandstands-smoke-free#ixzz1yLMFzBvP>





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Florida News

Daytona Speedway to make grandstands smoke-free
June 20, 2012 10:02 GMT

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Daytona International Speedway goes smoke-free



Daytona International Speedway will go smoke free starting this summer.

Last Updated: Wednesday, June 20, 2012

DAYTONA BEACH -- When the Subway Jalapeno 250 and the Coke Zero 400 roll into Daytona Beach next month, fans in the stands will have to leave their cigarettes out of the grandstands.

Daytona International Speedway announced Tuesday that the track will go smoke-free, as part of a campaign by Students Working Against Tobacco to encourage Florida's outdoor venues to adopt smoke-free policies.

NASCAR driver Jeffrey Earnhardt joined the group for the big announcement Tuesday, saying this sends a health message to race fans and families.

Earnhardt is the grandson of NASCAR legend Dale Earnhardt.

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Daytona International Speedway goes smoke-free

June 20, 2012

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http://cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/6/20/daytona_internationa.html





The screenshot shows the WESH.com website interface. At the top, there is a navigation bar with links for NEWS, WEATHER, LOCAL, THEME PARKS, ON TV, OLYMPICS, LAW LINE, and MARKETPLACE. A prominent banner for LEGOLAND WATER PARK is visible, along with a 'Now Open' badge and a 'Click Here' button. Below the navigation, a 'BREAKING NEWS' section features a photo of a man and the headline 'Police chief in Trayvon Martin case fired'. The main article is titled 'Daytona Speedway to make grandstands smoke-free' with a sub-headline 'Smoke-free grandstands start July 6'. The article includes a large photo of the Daytona International Speedway grandstands. To the right of the article, there are social media sharing options (Recommend, Comments, Share, Print) and a 'NEXT STORY' section with a thumbnail for a story about a Canada dismemberment suspect. An advertisement for McDonald's \$1 Big Mac is also present.

Daytona Speedway to make grandstands smoke-free *Smoke-free grandstands start July 6*

June 20, 2012

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<http://www.wesh.com/news/central-florida/volusia-county/Daytona-Speedway-to-make-grandstands-smoke-free/-/12983450/15170490/-/12vdxn5z/-/index.html#ixzz1yOmW9cCp>





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Updated: 5:59 a.m. Wednesday, June 20, 2012 | Posted: 5:58 a.m. Wednesday, June 20, 2012

Daytona Speedway to make grandstands smoke-free

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The Associated Press

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Daytona Speedway to make grandstands smoke-free

Posted: 5:58 a.m. Wednesday, June 20, 2012
The Associated Press

DAYTONA, Fla. — The grandstands at Daytona International Speedway will soon be smoke-free.

NASCAR driver Jeffrey Earnhardt held a press conference Tuesday along with a group of Florida teens and local officials. Earnhardt said that families see drivers and venues like Daytona as legendary and this decision sends a healthy message to race fans. He is a spokesman for Tobacco Free Florida.

The grandstands will officially be smoke-free starting with the Subway Jalapeño 250 Powered by Coca-Cola on July 6. Members of the group Students Working against Tobacco encouraged other outdoor Florida venues to also adopt tobacco-free and smoke-free policies.

<http://www.wftv.com/ap/ap/florida/daytona-speedway-to-make-grandstands-smoke-free/nPZsx/>









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Published: 11:03 am
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June 20, 2012

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By Associated Press
CREATED 12:03 PM

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Wednesday, 20 June 2012 09:24

DIS Grandstands Go Smoke-Free

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Daytona Beach, FL- Teens from across Northeast Florida came together Tuesday to recognize Daytona International Speedway for its bold move to make the speedway's grandstands smoke-free. The teens from 21 surrounding counties are part of Students Working Against Tobacco (SWAT). They also challenged other sporting and entertainment venues in the state to follow the example set by the speedway and protect more Floridians and visitors from secondhand smoke.

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Daytona recognized as smoke-free speedway

 **Paula Thompson**
Motorsports Travel Examiner
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Jeffrey Earnhardt was on hand at Daytona International Speedway for a presentation by Students Working Against Tobacco (SWAT) Photo

Daytona International Speedway was recognized on Tuesday, June 19th for its efforts in becoming a smoke-free speedway. Guests on hand for the presentation included members of the Volusia County Health Department and Students Working Against Tobacco (SWAT), along with speedway representatives and driver Jeffrey Earnhardt, a spokesperson for Tobacco Free Florida.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said

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July 21, 2012

Paula Thompson
Motorsports Travel Examiner

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Daytona implements smoking ban in grandstands, hospitality areas

By Bob Poole Sporting News

Legend has it that about a decade ago, when the new Daytona International Speedway media center was built, former NASCAR Chairman Bill France Jr. saw a "no smoking" sign in the room and ripped it down.

After all, France was a smoker and Winston was the sponsor of NASCAR's top racing series and the R.J. Reynolds Tobacco Company had helped propel the sport to national prominence.

My, how times have changed.

"No smoking" signs are going up at the track again as Daytona has eliminated smoking in its grandstands and hospitality areas. There will be designated smoking sections underneath the grandstands, track officials said.

Helping promote the new policy is one of the biggest names in NASCAR. Jeffrey Earnhardt, grandson of seven-time Cup champion Dale Earnhardt and nephew of current star Dale Earnhardt Jr., will have

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Published Wednesday, Jun 20, 2012 at 1:31 pm EDT

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"With the racing and the little bit of (Mixed Martial Arts) stuff I do, it's very important to stay physically fit," Earnhardt said at a news conference announcing the policy.

"Obviously, smoking cigarettes isn't a way to stay physically fit. ... Families see drivers and venues like Daytona as legendary, and this sends a healthy message to race fans."

The ban, which goes into effect for the July races, is a voluntary ban by the track and not legislated by state law. Track officials said the ban was implemented as a result of fan feedback. Daytona International Speedway, home to the annual Daytona 500, is owned by International Speedway Inc., a sister company to NASCAR.

It is among the last ISC tracks to ban smoking in the grandstands. ISC tracks at Michigan, Richmond, California, Kansas, Chicagoland, Watkins Glen and Phoenix have smoke-free grandstands. Darlington and Talladega have smoke-free sections, while Martinsville and Homestead allow smoking.

<http://aol.sportingnews.com/nascar/story/2012-06-20/daytona-smoking-ban-no-smoking-fans-grandstands-bill-france-jr#ixzz1yOvzC7ZI>





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Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free

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– July 6-7 Coke Zero 400 Weekend at DIS Will Be an Historic Event - DAYTONA, Fla. – Teens from across Northeast Florida came together today to recognize Daytona International Speedway for its bold move to make the speedway's grandstands smoke-free. The teens from 21 surrounding counties are part of Students Working Against Tobacco (SWAT). They also challenged other sporting and entertainment venues in the state to follow the example set by the speedway and protect more Floridians and visitors from secondhand smoke.




Photo credit: Daytona International Speedway

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Students Working Against Tobacco Commend Daytona International Speedway

Posted by: nevsta on Jun 19, 2012 - 07:52 PM

NASCAR News

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Secondhand smoke is especially harmful to children and adults who suffer from asthma as it can trigger a severe attack.^[iii] In Florida, 1.47 million children and adults are diagnosed with asthma.^[iv]

"Smoke-free policies that are being voluntarily adopted by businesses and organizations across the state are helping to save lives," said Director of the Volusia County Health Department Dr. Bonnie Sorensen. "We should never underestimate the dangers of secondhand smoke. Breathing secondhand smoke, even in small amounts or when outside, can be harmful to your health."

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<http://paddocktalk.com/news/html/story-195305.html>



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WEDNESDAY, JUNE 20, 2012

Daytona Speedway Grandstand Now Smoke-Free

Daytona Goes "Smoke-Free" Thanks To SWAT Kids

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<http://swflorida.blogspot.com/2012/06/daytona-speedway-grandstand-now-smoke.html>



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June 20, 2012

Daytona International Speedway Grandstands Goes Smoke-Free

- July 6-7, 2012 Coke Zero 400 Weekend at DIS Will Be an Historic Event -

Teens from across Northeast Florida came together today to recognize Daytona International Speedway for its bold move to make the speedway's grandstands smoke-free. The teens from 21 surrounding counties are part of Students Working against Tobacco (SWAT). They also challenged other sporting and entertainment venues in the state to follow the example set by the speedway and protect more Floridians and visitors from secondhand smoke.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt.



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<http://www.volusiacountymoms.com/2012/06/daytona-international-speedway-grandstands-goes-smoke-free.html>



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Tuesday, 19 June 2012 19:53

Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free

Written by Steven B. Wilson

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June 19, 2012

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The SWAT members, along with NASCAR driver Jeffrey Earnhardt, the Volusia County Health Department, and representatives from Daytona International Speedway held a press conference outside of the Gate 7 Grandstand Entrance of the speedway on Tuesday.

"I'm proud that leading race organizations like Daytona are protecting our fans from tobacco smoke and are showing young fans that smoking is no longer acceptable," said NASCAR driver and Tobacco Free Florida spokesperson Jeffrey Earnhardt. "Families see drivers and venues like Daytona as legendary and this sends a healthy message to race fans."

The grandstands of Florida's prestigious and historic sporting venue will officially be smoke-free starting with the Subway Jalapeño 250 Powered By Coca-Cola on Friday night, July 6.

<http://www.speedwaydigest.com/index.php/news/speedway-news/item/5742-students-working-against-tobacco-commend-daytona-international-speedway-for-making-grandstands-smoke-free>





The screenshot shows the Catchfence website interface. At the top is a navigation menu with links: HOME, RACING PERSPECTIVES, SPRINT CUP SERIES, NATIONWIDE SERIES, TRUCK SERIES, ARCA, INDYCAR, OTHER SERIES, FEATURES, and TIMING & SCORING. Below the menu, the date "TUESDAY JUN 19, 2012" is displayed. The main article headline reads "Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free" with a sub-headline "Press Release". Social sharing buttons for Print, Share, Tweet, ShareThis, Email, and Like are visible. A sidebar on the right contains a search bar, an advertisement for "3 MUSCLE BUILDING MISTAKES" by TheMuscleMaximizer.com, and a "LATEST" section with links to "Sixth Annual Jimmie Johnson Foundation Golf Tournament Presented by Lowe's Tops \$650,000", "Simon Pagenaud - 'Ma, meatloaf!'", and "Team GDT's Méndez Set to Tackle Iowa Speedway".

Students Working Against Tobacco Commend Daytona International Speedway for Making Grandstands Smoke-free

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<http://www.catchfence.com/2012/sprintcup/06/19/students-working-against-tobacco-commend-daytona-international-speedway-for-making-grandstands-smoke-free/>



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Flagler students present Speedway tobacco-free award


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+ Flagler students present Speedway tobacco-free award

Date: June 16, 2012
by: Mike Cavaliere | Staff Writer

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Tobacco Free Florida and Students Working Against Tobacco, or the Flagler County Health Department's SWAT team, will be at the Daytona International Speedway next week to present the track an award for going tobacco-free, according to SWAT Coordinator Jaffy Lee.



The presentation will take place 1 p.m. Tuesday, June 19, at the Speedway.

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Flagler students present Speedway tobacco-free award

June 16, 2012

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Flagler SWAT members will be part of a statewide group of 60 students, representing 22 North and Central Florida counties, to attend. The event will be held 1 p.m. Tuesday, June 19, at 1801 W. International Speedway Blvd., Gate 8. A press conference to present the speedway its award will begin at 2:15 p.m.

Jeffery Earnhardt, son of former NASCAR driver Kerry Earnhardt, will also be present to speak and, possibly, sign autographs. SWAT is a statewide youth organization working to mobilize, educate and equip Florida's youth to revolt against and de-glamorize "big tobacco." It is a united movement of empowered youth working towards a tobacco-free future. For more, contact the Flagler County Health Department at 983-4223.

<http://www.palmcoastobserver.com/news/palm-coast/News/061620124506/Flagler-students-present-Speedway-tobacco-free-awa>





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WHAT:
Teens from 22 counties in North and Central Florida will gather in Daytona to recognize Florida's prestigious and historic sporting venue for its bold move to go smoke-free in its grandstand seats. The teens are part of Students Working Against Tobacco (SWAT) and will also challenge other sporting venues in the state to follow the example set by DIS and protect more Floridians and visitors. The youth will be joined by NASCAR driver, Jeffrey Earnhardt, who is supporting Tobacco Free Florida's campaign in Florida this year.

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Students Working Against Tobacco to Commend Daytona International Speedway for First Smoke-Free Grandstand Event

July 14, 2012

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WHO: Jeffrey Earnhardt, NASCAR Nationwide Series Driver
60 SWAT Youth from 22 counties
Dr. Bonnie Sorensen, Director, Volusia County Health Department
Andrew Gurtis, Vice President, Daytona International Speedway

<http://capitalsoup.com/2012/06/14/students-working-against-tobacco-to-commend-daytona-international-speedway-for-first-smoke-free-grandstand-event/>

