



*****MEDIA OPPORTUNITY*****

WHAT:

Hendrick Automotive Group Year-Long Hunger Initiative Reveal
NASCAR Cup Series Driver Kyle Larson Media Availability

WHO:

Kay Carter, CEO, Second Harvest Food Bank of Metrolina
NASCAR's Kyle Larson, Driver, HendrickCars.com No. 5 Chevrolet Camaro ZL1 1LE

WHEN:

Wednesday, Oct. 27, 2021 | 9:30 am (9:15 am Arrivals)
Kyle Larson Media Availability Immediately Following Brief Presentation

WHERE:

Second Harvest Food Bank of Metrolina | 500B Spratt St., Charlotte, N.C. 28206

EVENT OVERVIEW:

In partnership with Second Harvest Food Bank of Metrolina, Hendrick Automotive Group will reveal the overall results of its current year-long, employee-powered fight against hunger. Event includes a special appearance by NASCAR driver Kyle Larson, who is conducting a three-city tour today in recognition of Hendrick Automotive Group food bank partnership and employee fund-raising efforts in Charlotte, Charleston (South Carolina) and Raleigh (North Carolina). Larson, driver of the No. 5 HendrickCars.com Chevrolet Camaro ZL1 1LE, is fighting to win his first NASCAR Cup Series title.

Since 1981, Second Harvest Food Bank of Metrolina has strived through education, advocacy and partnerships to eliminate hunger by the solicitation and distribution of food. The food bank serves 24 counties (14 in North Carolina; 10 in South Carolina).

Due to the pandemic, Hendrick Automotive Group adjusted its annual Thanksgiving meal drive in 2020 to a "virtual" program in order to continue supporting our food bank partners. It marked the company's first hunger initiative powered by employee donations, allowing the company to keep its employees safe while continuing to serve our communities during the holidays.

Hendrick Automotive Group is proud to have supported Thanksgiving hunger initiatives since 2001.

###

ON-SITE CONTACTS:

Donna Ragan, Second Harvest Food Bank, Marketing & Communications | dragan@secondharvest.org | 704.805.1724
Jon Edwards, Hendrick Motorsports, Kyle Larson Communications | jedwards@hmsracing.com | 704.455.0515
David Harris, Hendrick Automotive Group, Automotive Communications | dharris@hmsracing.com | 704.756.9301