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Daytona International Speedway Season Opener Features Beef

'Beef. It's What's For Dinner.® 300' Kicks off 2021 NASCAR Xfinity Series

ENGLEWOOD, CO (February 5, 2021) – Beef takes center stage at the Daytona International Speedway during one of the nation's premiere sporting events, 3pm MT on Saturday, Feb. 13th – the day before the 63rd annual DAYTONA 500.

Known as the *'Beef. It's What's For Dinner.® 300'*, the unique partnership between the Federation of State Beef Councils, on behalf of the Beef Checkoff, and the Daytona International Speedway will provide an unequalled platform from which to promote the sustainability and nutritional benefits of beef.

"I can't think of a better way to reach millions of consumers with the positive message about beef," remarks Nolan Stone, Chair of the Colorado Beef Council. "NASCAR and beef are a perfect pair and the Colorado Beef Council is proud to be a part of the promotion."

The Colorado Beef Council joined other states through the Federation of State Beef Councils to broaden on-site promotions and television advertising to enhance and extend the reach of the *'Beef. It's What's For Dinner.® 300'*. "We've got a lot of moving parts to the promotion," says Todd Inglee, Colorado Beef Council Executive Director and a member of the ground team for the race. He explains that in addition to all of the on-site and in-person elements, there will be even more digital, social media, and television exposure. "Showcasing the beef brand at the race track, on numerous social media properties, and on broadcast television allows us to reach countless consumers across the globe and gives beef producers something to celebrate on a huge stage," Inglee adds.

A satellite media tour featuring celebrity chef Hugh Acheson will also be conducted. Chef Acheson will be interviewed by television and radio stations across the country to talk about the *'Beef. It's What's For Dinner.® 300'* and share delicious beef recipes that are perfect for tailgating, or homegating, on race day.

The *'Beef. It's What's For Dinner.® 300'* expands a current partnership between the Beef Checkoff and Daytona International Speedway. In 2020, the track produced "Race Day Recipes" on digital channels in which Speedway President Chip Wile demonstrated his beef grilling expertise to showcase the NASCAR experience - especially to campers and tailgaters who love to enjoy delicious beef recipes as part of their celebration of NASCAR events.

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Check local listings for broadcast time and channels. For additional information on race day activities, visit: www.daytonainternationalspeedway.com ; click on Events and look for **'Beef.It's What's For Dinner.® 300'**

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The Colorado Beef Council (CBC) manages demand building programs for Colorado's \$3.4 Billion beef industry. CBC operates under the guidance of its Board of Directors who are appointed by the Governor of the state of Colorado and represent the producer, feeder, dairy, beef distributor, beef marketer, and processor segments of the industry.

Funded by the \$1 per head beef checkoff assessment on all cattle sold in the state, CBC retains half of each dollar collected for state level programs and forwards the other half to the Cattlemen's Beef Board (CBB) for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities.

About the Federation of State Beef Councils

The Federation of State Beef Councils is housed by the National Cattlemen's Beef Association (NCBA), which is a contractor to the Beef Checkoff Program. The national Beef Checkoff program is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture. The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar with the support from the Federation of State Beef Councils and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board for national programming.

About Daytona International Speedway

Daytona International Speedway is a state-of-the-art motorsports facility and was awarded the SportsBusiness Journal's prestigious Sports Business Award for Sports Facility of the Year in 2016. Daytona International Speedway is the home of The Great American Race – the DAYTONA 500. Though the season-opening NASCAR Cup Series event garners most of the attention – as well as the largest audience in motorsports – the approximately 500-acre motorsports complex, also known as the World Center of Racing, boasts the most diverse schedule of racing on the globe. In addition to at least nine major event weekends, the Speedway grounds are also used extensively for events that include concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

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