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Clean Coal Campaign Teams with NASCAR

ACCCE to renew sponsorship of Dale Earnhardt Jr.'s JR Motorsports at Key Races

WASHINGTON – The American Coalition for Clean Coal Electricity today announced the renewed sponsorship of a NASCAR Nationwide Series team, JR Motorsports, the racing operation owned by Dale Earnhardt, Jr. Under the sponsorship, JR Motorsports cars will feature ACCCE logos, and members of the race team will be working with ACCCE to inform and educate Americans about the importance of coal and clean coal technology.

“Last year we met NASCAR fans by the thousands, and they learned about our issues and ultimately became some of the strongest advocates for clean coal technology,” said Evan Tracey, senior vice president for communications of ACCCE. “We are excited to again spread the word about clean coal with the sport’s most popular driver, and to match his fan base with ours, who universally stand in support of domestic energy sources, such as coal.”

ACCCE will have associate sponsorship placement on JR Motorsports’ No. 5, No. 7 and No. 88 Chevrolet cars for all 33 events on the 2013 Nationwide Series schedule. ACCCE will be the primary sponsor on Regan Smith’s No. 7 Chevrolet in the season-opening race at Daytona International Speedway on Feb. 23. Smith made his JR Motorsports debut in the 2012 season-finale at Homestead-Miami Speedway and won, giving JRM its first-ever victory at the south Florida track. JRM’s Daytona line-up on Feb. 23 includes Kasey Kahne in the No. 5 and Earnhardt Jr. in the No. 88, both of whom will carry ACCCE associate sponsorship on their cars.

Over the spring and summer, ACCCE’s team will be traveling to races and participating in events with drivers Earnhardt, Jr. and Smith.

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About ACCCE

The American Coalition for Clean Coal Electricity (ACCCE) is a non-profit, non-partisan partnership of companies involved in producing electricity from coal. ACCCE supports energy policies that balance coal’s vital role in meeting our country’s growing need for affordable and reliable electricity with the need to protect the environment. ACCCE also advocates for the development and deployment of advanced clean coal technologies that will produce electricity with near-zero emissions. For more information,

visit www.cleancoalusa.org or www.americaspower.org.