

SCOTT Brand Sponsors Upcoming 'Get Geared Up 200' Race In 2014 ARCA Racing Series

ROSWELL, Ga., July 17, 2014 /PRNewswire/ -- Officials from Kimberly-Clark Professional, Track Enterprises and the Automobile Racing Club of America (ARCA) announced today that SCOTT® Brand products will serve as title sponsor of the "SCOTT® Get Geared Up 200," the 2014 ARCA Racing Series event presented by Menards at Lucas Oil Raceway in Brownsburg, Ind., on July 25.

Kimberly-Clark Professional and SCOTT® Brand have partnered with ARCA series sponsor Menards to participate in the 2014 ARCA Racing series. SCOTT® Brand is an official sponsor of the ARCA series, the ARCA Rookie Challenge, and now the SCOTT® Get Geared Up 200.

The SCOTT® Get Geared Up 200 will focus on promoting the hard work of contractors with the SCOTT® "Get Geared Up" sweepstakes. The sweepstakes is designed to invigorate contractors in the Midwest and across the country to grow their businesses by giving them the opportunity to enter to win a 2015 Ford Transit Commercial Van along with a VIP trip to the NASCAR race in Charlotte, N.C., on Oct. 11. Contractors can enter the sweepstakes at SCOTTProProjects.com.

"We are looking forward to working in partnership with Menards to sponsor the ARCA race at Lucas Oil Raceway," said Brittany Harvey, customer marketing manager for Kimberly-Clark Professional. "This opportunity gives us a great venue to promote our SCOTT® Get Geared Up campaign, with the objective of providing contractors the tools they need to get the job done right."

Another exciting element to the SCOTT® Get Geared Up 200 is that more than 200 contractors have been invited from the Midwest region to act collectively as grand marshals for the race at Lucas Oil Raceway. The contractors will call to "Start your engines," directing the drivers off the straightaway with their large SCOTT® foam fingers.

Series officials are ready for the return of the ARCA Racing Series to the track. The ARCA Racing Series last ran at Lucas Oil Raceway in 2012, with Frank Kimmel taking the checkered flag. The 2014 race will be the 10th ARCA Racing Series race at the track since 1971. Lucas Oil Raceway, located about seven miles from the Indianapolis Motor Speedway, is a 0.686-mile oval.

"The combined effort by ARCA, Lucas Oil Raceway and Menards to welcome SCOTT® Brand products back as a partner allows this to all come together for an epic weekend of racing," said Mark Gundrum, vice president of ARCA business development and corporate partnerships.

The Automobile Racing Club of America (ARCA) is among the leading auto racing sanctioning bodies in the country. Founded in 1953 by John and Mildred Marcum, the organization administers more than 100 events each year in multiple racing series, including the ARCA Racing Series presented by Menards, the ARCA/CRA Super Series, the ARCA Truck Series and the ARCA Midwest Tour, plus weekly racing at Toledo and Flat Rock Speedways.

About Kimberly-Clark Professional

Kimberly-Clark Professional partners with businesses to create Exceptional Workplaces* helping to make them safer, healthier, and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech, and Jackson Safety. Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business sectors. To see how we are helping people the world over work better, please visit www.kcprofessional.com.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

[KMB-B]

Logo - <http://photos.prnewswire.com/prnh/20110928/DA76879LOGO>

SOURCE Kimberly-Clark Professional

For further information: Brittany Harvey, 770.587.7694, brittany.harvey@kcc.com or Eric Bruner, 972.281.1443, eric.bruner@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124401>