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CONTACT:

Tiffany Thigpen
Greater Jacksonville Area USO
904-524-6085
tiffanyt@jaxuso.org
www.jaxuso.org

Daytona Beach Florida, July 4-5, 2015

The Coca-Cola Racing Family and the Daytona International Speedway have given the Greater Jacksonville Area USO the honor of selecting military participants, from all branches, to participate in the weekend races. The chosen honorary few will be holding various roles, including being the Grand Marshall opening the race in the Pace car, another will be dropping the start flag on Saturday and our Director will drop the flag on Sunday. In addition, 250 local active duty military members and their families have been chosen to win a free trip to the race, tickets and infield passes to the races, food and drink vouchers as well as an honorary Coca-Cola welcome and announcement.

The Greater Jacksonville Area USO has been working with the Coca-Cola Racing Family and their marketing team to orchestrate all events for this weekend. The Coca-Cola family has many honorary events and mentions planned. For example, a Coca-Cola can reprint honoring our troops on the cans, which will be handed out to patrons in order to hold a Coca-Cola salute to our military.

One other honorary Air National Guardsman Staff Sargent (SSgt) Deshea Jacob has been awarded a one week trip all expense paid trip to Daytona and will receive cart blanche treatment by the Coca-Cola Racing Family and VIP access to all things racing this weekend.

The Greater Jacksonville Area USO will also be present to facilitate all of the events honoring our local military. With the support of our local media at the events, we could properly share the love with Coca-Cola and publicly thank their organization for this honor, as well as share the stories with our local Jacksonville viewers through your media coverage.

Please contact the PR and Marketing Director for the Greater Jacksonville Area USO, Tiffany Thigpen to find out more. 904-524-6085

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