

FOR IMMEDIATE RELEASE

August 24, 2011



EVENT LOCATION

6210 Asheville Highway, Knoxville, TN 37924

Phone: 865-673-3336

MEDIA AVAILABILITY

3:00–3:15PM. THERE WILL BE NO ONE-ON-ONE INTERVIEWS.

CONTACTS

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Agency

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**NASCAR CHAMPION KURT BUSCH TO APPEAR AT BREADBOX FOOD STORES
CUSTOMER APPRECIATION EVENT THURSDAY AUGUST 25, 2011**

BreadBox wants to say “Thank You!” to the community for their patronage.

Knoxville, TN — **BreadBox Food Stores** today announced that Kurt Busch, driver of the No. 22 Shell-Pennzoil Dodge Charger in the NASCAR Sprint Cup Series, will appear at the “BreadBox Customer Appreciation Event”, to be held Thursday, August 25, 2011. Busch will be meeting fans and signing autographs for the first 100 people from 3PM-5PM.

The event will be held at the **NEW** BreadBox located at 6210 Asheville Highway, Knoxville, TN 37924. In addition to the Kurt Busch appearance, there will also be a WIVK 107.7 live radio remote and a drawing for (1) pair of tickets to the Saturday race. Customers can register for the giveaway the day of the event from 3PM-5PM. No purchase is necessary to win.

BreadBox Food Stores is a locally owned and operated company with 22 convenience stores located in the Knoxville and surrounding area. For more information visit <http://www.breadbox.biz/>

