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# VIRGINIA INTERNATIONAL RACEWAY

One of Car and Driver Magazine's top six road courses in the nation, Virginia International Raceway is a multi-purpose track offering a professional and amateur auto and motorcycle racing and testing facilities on a 1,300-acre property located at the Virginia-North Carolina border in Danville, VA. As one of the first permanent American road racing tracks opening in 1957, VIR has grown to host the top professional sports car and motorcycle racing series in America and large yearly events such as IMSA, HyperFest, and SRO.

## POTENTIAL STORY ANGLES:

- **The Woman Behind the Track** – Highlight VIR CEO Connie Nyholm on her influence on the future of the raceway as one of the only female majority owners of a racetrack in the country.
- **Fan Stories: Personal Connections and Memorable Moments at VIR** – Share compelling personal stories from fans who have had memorable experiences at VIR, including long-time attendees, families, and race enthusiasts who have unique anecdotes about their time at the track.
- **Historical Significance and Legacy** – Dive into the rich history of VIR, including its origins, notable races, success stories, and contributions to the motorsports world since its opening in 1957.
- **Fan Experience and Amenities** – Highlight the unique features and amenities that enhance the fan experience at VIR, such as exclusive high-end lodging, food & catering services, and interactive activities, such as karting.
- **VIR's Contribution to Motorsport Safety Research** – Highlight VIR's involvement in safety research and innovation through partnerships with universities and track rentals for safety testing.

## MEDIA CONTACT

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