



POCONO RACEWAY

NEWS RELEASE



Austin Hill of Richard Childress Racing celebrates in Victory Lane after winning last season's Explore the Pocono Mountains 225 NASCAR Xfinity Series race at Pocono Raceway. Photo credit: Getty Images for NASCAR.

FOR IMMEDIATE RELEASE

CONTACT: 570-646-2300, mediacenter@poconoraceway.com

POCONO MOUNTAINS VISITORS BUREAU RETURNING AS ENTITLEMENT SPONSOR FOR JULY NASCAR XFINITY SERIES RACE

- *The Explore the Pocono Mountains 225 returns to “The Tricky Triangle” on Saturday, July 13.*
- *The weekend also will feature the CRAFTSMAN Truck Series CRC Brakleen 175 on Friday, July 12, and The Great American Getaway 400 presented by VISITPA Cup Series race Sunday, July 14.*

LONG POND, Pa. (June 13, 2024) – The Pocono Mountains Visitors Bureau (PMVB) will serve as the entitlement sponsor of the NASCAR Xfinity Series race at Pocono Raceway for a third consecutive year when the series returns on Saturday, July 13.

The Explore the Pocono Mountains 225 will be part of the July 12-14 race weekend featuring all three of NASCAR's national series. The Xfinity Series event will be the middle race with the CRAFTSMAN Truck Series CRC Brakleen 175 on Friday, July 12, and The Great American Getaway 400 presented by VISITPA Cup Series race on Sunday, July 14.



The 90-lap, 225-mile Explore the Pocono Mountains 225, the 19th of 33 races on the Xfinity Series schedule, will be nationally televised on the USA Network beginning at 3 p.m. ET. The race also will be broadcast nationally through MRN and SiriusXM Radio.

“The Pocono Mountains is a world-class destination with one-third of the United States population living within driving distance,” Pocono Raceway President Ben May said. “Being able to use our global stage to attract people and showcase our region is something we are strategically aligned on.”

“The PMVB is the preeminent Destination Marketing Organization in the country and being able to collaborate and partner with it as we continue to grow as a region is something we are passionate about. (President/CEO) Chris Barrett and the PMVB team understand how special the Pocono Mountains is and we are grateful to have them on our team.”

The Pocono Mountains Visitors Bureau continues to use the national reach of NASCAR to share the area's vast attractions, events, activities, lodging and restaurants that are available to visitors throughout the four seasons.

The Pocono Mountains footprint is spread across 2,400 square miles in northeast Pennsylvania's Carbon, Monroe, Pike and Wayne counties. The area is famous for its resorts, natural scenic beauty, 150-plus lakes including Lake Wallenpaupack, and quaint, historic towns with plenty to offer. It also has more than 350 hiking and bike trails, three dozen golf courses, boating, fishing, whitewater rafting, two national parks, nine state parks and several water park resorts.

“Our Pocono Mountains plays host to 30 million visitors throughout the four seasons and the action-packed NASCAR race weekend at Pocono Raceway is emblematic of a summer tradition for families and friends,” said Chris Barrett, PMVB President/CEO. “Exploring the Pocono Mountains begins and ends at The Tricky Triangle on this July weekend and we're proud to support visitors in finding their Pocono Places while here!”

For those attending the NASCAR race weekend and interested in enjoying additional activities outside of Pocono Raceway, the PMVB will be on site at the Pocono Mountains Activities & Welcome Center. The center is located in the infield adjacent to the inclusive playground on the right after coming through the Turn 2 tunnel.

To learn more about the Poconos, visit PoconoMountains.com or tune in to the [Pocono Television Network](http://PoconoTelevisionNetwork) online.

For more ticket information and news on the upcoming NASCAR weekend at Pocono Raceway, please visit www.poconoraceway.com.

###

About Pocono Mountains Visitors Bureau

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at [\(570\) 421-5791](tel:5704215791). Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania. The PMVB operates the 24/7 [Pocono Television Network](#) which can be found on streaming, broadcast and cable.

About Pocono Raceway

Pocono Raceway, also known as 'The Tricky Triangle,' is family-owned and situated in the beautiful Pocono Mountains of Pennsylvania. In business for over 50 years, the Raceway hosts multiple, national motorsports events including the NASCAR Cup Series, NASCAR Xfinity Series and NASCAR CRAFTSMAN Truck Series events each year. The facility's calendar also consists of over 200 events including Elements Music & Arts Festival and a wide range of non-motorsports entertainment, car clubs and racing schools. Pocono Raceway is recognized as the world's first, privately-owned solar-powered sports facility. Their 25-acre, three-megawatt solar farm provides the energy needs of the Raceway, as well as, adds electricity to the local power grid. Each member of our raceway staff is committed to creating exciting experiences and lifelong memories. For more information, please visit www.poconoraceway.com.