



 **INDYCAR** WEEKEND AUG. 30 - SEPT. 1

Media Contacts:

Merrill Cain
INDYCAR
(704) 677-9200

mcain@indycar.com

Tess Kerksen
Wisconsin State Fair Park
(414) 588-1659

Tess.Kerksen@WiStateFair.com

FOR IMMEDIATE RELEASE

HY-VEE TO SPONSOR INDYCAR WEEKEND AT THE HISTORIC MILWAUKEE MILE

Wisconsin State Fair Park Welcomes Leading Midwestern Grocery Chain as Entitlement Partner for the Hy-Vee Milwaukee Mile 250s Event on Labor Day Weekend

WEST ALLIS, Wisconsin (Feb. 29, 2024) — Adding to the excitement and anticipation of INDYCAR’s return to the historic Milwaukee Mile in 2024, the Wisconsin State Fair Park today announced that Hy-Vee, the industry-leading grocery brand that features stores across eight Midwestern states, will be the title sponsor of the Labor Day weekend racing festival in Milwaukee, August 30-September 1. The Hy-Vee Milwaukee Mile 250s represents the first INDYCAR event hosted at the world’s most historic speedway since 2015. It will also mark the first-ever NTT INDYCAR SERIES (NICS) doubleheader weekend at the Milwaukee Mile and the penultimate event of the 2024 NICS season.

One of the most active and visible brands in sports marketing, Hy-Vee’s partnership with INDYCAR and Wisconsin State Fair Park represents the company’s continued support of motorsports. The Iowa-based grocery chain first became an INDYCAR partner in 2020, as a sponsor with the Rahal Letterman Lanigan Racing (RLL) team. In addition to sponsoring the No. 45 Hy-Vee Honda for RLL with driver Christian Lundgaard in the NTT INDYCAR SERIES, Hy-Vee has served as the primary host and entitlement partner for the INDYCAR doubleheader weekend at Iowa Speedway since 2022. With a turbocharged mix of thrilling short track racing combined with world-class music, the Hy-Vee INDYCAR Race Weekend in Iowa has become one of the most popular annual events on the INDYCAR calendar. With eight grocery stores currently located across Wisconsin, Hy-Vee is expanding its motorsports presence as the title sponsor of the unique holiday weekend at the historic Milwaukee Mile. In addition to its partnership with INDYCAR, Hy-Vee is actively engaged in sports marketing activities across the Midwest. Hy-Vee has collaborated with the world-champion Kansas City Chiefs, the Minnesota Vikings, and the Green Bay Packers in the National Football League, along with other college and professional sports teams.

“With our in-store activations and events to promote Hy-Vee INDYCAR Race Weekend in Iowa already in the works, adding our name to the Milwaukee Mile 250s weekend fits into our plans for the racing season,” said Anna Stoermer, Chief Marketing Officer and Executive Vice President at Hy-Vee. “We look forward to supporting this event in Wisconsin so racing fans, as well as our employees and customers, can continue to be a part of the excitement of INDYCAR in 2024 and beyond.”

Wisconsin State Fair Park, which annually hosts one of the nation’s most popular state fairs in early August, will host the Hy-Vee Milwaukee Mile 250s weekend, featuring 250-mile NICS full points-paying

races on back-to-back days. On-track activities will begin on Friday, August 30, followed by NTT INDYCAR SERIES races on both Saturday and Sunday. Both races will be available for live streaming on Peacock, while Sunday's race will be televised live on USA Network at 1:30 p.m. CT. The Hy-Vee Milwaukee Mile 250s should be crucial in this season's INDYCAR championship battle, serving as the 15th and 16th rounds of the 17-race 2024 season schedule.

"As we begin a new era for INDYCAR at the Milwaukee Mile in 2024, Wisconsin State Fair Park is excited to welcome Hy-Vee as the title partner of the Hy-Vee Milwaukee Mile 250s," said Shari Black, CEO and Executive Director of Wisconsin State Fair Park. "With Hy-Vee's passion for motorsports and experience in marketing and promotions, this partnership will create so many opportunities that will benefit both of our brands. There has been so much excitement for the return of INDYCAR to the Milwaukee Mile and with Hy-Vee on board as our new entitlement partner, we can't wait to deliver an incredible experience for our fans on Labor Day weekend."

Located at Wisconsin State Fair Park in the Milwaukee suburb of West Allis, Wisc., the Milwaukee Mile is the world's most historic operating speedway, hosting races since 1903. Open-wheel racing began competing at the Mile in 1939 and there has been a total of 114 INDYCAR races hosted at the track over nine decades. The NTT INDYCAR SERIES last hosted an event at the Milwaukee Mile in 2015, a race won by Sebastien Bourdais. Former INDYCAR champions Scott Dixon (2009) and Will Power (2014) are current active series drivers who have won at the Milwaukee Mile.

In addition to the NTT INDYCAR SERIES, the rising stars of racing will also compete at the Milwaukee Mile during the August 30-September 1 weekend.

Tickets for the Hy-Vee Milwaukee Mile 250s are on sale now at www.wistatefair.com/wsfp/indycar-weekend-at-the-milwaukee-mile.

The 2024 INDYCAR season begins with the Firestone Grand Prix of St. Petersburg on March 10.

###

Hy-Vee, Inc. is an employee-owned corporation operating more than 550 business units across eight Midwestern states with sales of more than \$13 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise, and superior customer service. Hy-Vee ranks in the Top 5 Most Trusted Brands and has been named one of America's Top 3 favorite grocery stores. The company's more than 75,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit www.hy-vee.com.

The Milwaukee Mile and Wisconsin State Fair Park:

The Milwaukee Mile is the oldest continuously operating motor speedway in the world. It was built as a privately owned horse track in 1876 and hosted its first automobile race in 1903. In 1891, the Agricultural Society of Wisconsin purchased a parcel of land, including the track, which became the permanent location of the annual Wisconsin State Fair. Many historic racing moments took place at the Milwaukee Mile, and auto racing icon A.J. Foyt competed in more races at the legendary oval than any other facility. Wisconsin State Fair Park is a year-round entertainment venue hosting hundreds of events and meetings annually throughout the four seasons, including the annual Wisconsin State Fair, presented by UScellular. The Wisconsin State Fair takes place for 11-days each year in early August, and annually welcomes an average of one million visitors to experience the state's largest agriculture

showcase as well as a plethora of food, shopping, rides, games, and entertainment. The Fair Park is home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion, and many other facilities. Visit WiStateFair.com for more details.

INDYCAR is the Indianapolis-based governing body for North America's premier open-wheel auto racing series, the NTT INDYCAR SERIES, and its developmental series, INDY NXT by Firestone. The NTT INDYCAR SERIES features an international field of the world's most versatile drivers – including two-time and reigning series champion Alex Palou, six-time series champion Scott Dixon, two-time series champion and reigning Indy 500 winner Josef Newgarden and four-time Indianapolis 500 winner Hélio Castroneves – who compete on superspeedways, short ovals, street circuits and permanent road courses. The 2024 season consists of 17 races in the United States and Canada and is highlighted by the historic Indianapolis 500 presented by Gainbridge. The NTT INDYCAR SERIES, INDY NXT by Firestone, the Indianapolis Motor Speedway and IMS Productions are owned by Penske Corporation, a global transportation, automotive, and motorsports leader. For more information on INDYCAR and the NTT INDYCAR SERIES, please visit www.indycar.com. For more information on INDY NXT by Firestone, please visit www.indynxt.com.