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Chicken Soup for the Soul adds NASCAR to its team

Agreement finalized to develop new NASCAR book

COS COB, Conn. – March 31, 2009 – [Chicken Soup for the Soul Publishing](#), LLC, the publisher of one of the best-selling book series ever, and [NASCAR](#), sanctioning body for one of the most prominent spectator sports in the United States, have finalized the terms of a collaboration to create a new edition to the best-selling series: *Chicken Soup for the Soul: NASCAR*. The book will be co-authored by Cathy Elliott, a weekly syndicated columnist covering NASCAR.

The new relationship was finalized just before the Daytona 500 and is the second partnership for these storied brands, which enjoy two of the most loyal fan bases in the world. According to *Motor Magazine*, NASCAR has more than 75 million fans, with more than 13 million attending NASCAR races in person each year. Telecasts of its nearly two hundred races are aired around the world, reaching more than five million U.S. homes each week.

"NASCAR fans are world famous for their dedication and love of the sport. Few sports do as much to honor their fans as NASCAR," said [Robert D. Jacobs](#), a 30-year television veteran and now President of Chicken Soup for the Soul Publishing, LLC. "We are thrilled to further this relationship and look forward to collecting and sharing many inspirational NASCAR stories."

Chicken Soup for the Soul has its own loyal legion of fans. In its 15-year history, the company has amassed an 88.7% brand recognition [source: Harris Polls] among the adult American public, selling more than 112 million books and generating over \$1.3 billion in retail sales. With its recently announced relationship with *Golf Digest*, a new book club launching this spring and a television series in development, this announcement is the start of yet another prominent new relationship for Chicken Soup for the Soul.

"NASCAR is thrilled to be working with a leading brand like Chicken Soup for the Soul that is both timely and growing," said Blake Davidson, managing director of licensed products for NASCAR. "We are fortunate to have the best fans in the sporting world and this book will be a fitting tribute to the many ways our sport inspires our fans and drivers."

Chicken Soup for the Soul: NASCAR will compile 101 short stories about the enthusiasm, vision and passion that this sport inspires from drivers and their families, celebrities, fans and NASCAR legends.

About NASCAR: The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport – holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in more than 20 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

About Chicken Soup for the Soul Publishing, LLC: Chicken Soup for the Soul Publishing, LLC, publishes all the latest titles in the famous Chicken Soup for the Soul book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the Chicken Soup for the Soul series have sold more than 112 million copies, with titles translated into



more than 40 languages. Chicken Soup for the Soul Publishing also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is developing a television show with dick clark productions and is working on several other TV shows and movies. Additionally, the company is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information, visit www.chickensoup.com.

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To schedule an interview with any of the parties, please contact Rusty Shelton at (512) 785-4469 or rusty@sheltoninteractive.com.