



CLIENT: Internal

TOUR: Charlotte

SEGMENT: 02 - NASCAR

Length: 2:17 Driver: No Researcher: Bruce
Writer: Thom

VIDEO	AUDIO
	YOU CAN'T TALK ABOUT CHARLOTTE WITHOUT TALKING ABOUT NASCAR,
Left arrow	AND ON OUR LEFT IS THE FUTURE HOME OF THE NASCAR HALL OF FAME, SLATED TO OPEN IN 2010.
Archival stock car drag racing	EVEN THOUGH CHARLOTTE IS THE BUCKLE ON THE BIBLE BELT, IN THE 1930S, MOONSHINE RUNNERS START HOOKING UP ON ITS OUTLYING DIRT ROADS TO SEE WHOSE CAR IS FASTEST.
	WORD GETS OUT, AUDIENCES START COMING, AND SOON CASH PRIZES ARE BEING OFFERED.
Big Bill France	AFTER WORLD WAR II, BIG BILL FRANCE GATHERS A GROUP OF FOLKS INTO A HOTEL ROOM TO ORGANIZE THE SPORT.
	RUMOR HAS IT THAT HE FIRES HIS PISTOL INTO THE AIR A COUPLE OF TIMES TO KEEP EVERYBODY IN LINE.

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VIDEO	AUDIO
	BUT AT THE END OF THE DAY, NASCAR IS CREATED.
Early NASCAR footage	THE FIRST OFFICIAL RACE IS HELD IN CHARLOTTE ON JUNE 19, 1949.
Tracy Aldridge interview (Mini DV 2: 00:07:52)	NASCAR is bigger than sports. It is life here to our part of the world. I actually don't even categorize NASCAR as a professional sport. It is a way of life.
Lowe's	THE PALACE OF NASCAR IS LOWE'S MOTOR SPEEDWAY.
Some of the drivers: must include Dale Earnhardt, Jr.	SEATING 165,000 FANS, IT'S THE REASON 80% OF NASCAR DRIVERS AND CREWS LIVE WITHIN FORTY MILES OF CHARLOTTE.
	IF YOU'RE LOOKING FOR SOMETHING TO DO AND YOU'RE NOT A NASCAR FAN, THERE ARE STILL PLENTY OF OPTIONS.
USNWWC	THE U.S. NATIONAL WHITEWATER CENTER IS THE WORLD'S LARGEST AND MOST COMPLEX CIRCULATING ARTIFICIAL RIVER.
Olympic whitewater rafting Kids on rafts	THE US OLYMPIC TEAM TRAINS THERE, BUT THEY'VE ALSO GOT A BEGINNER'S COURSE.
Belmont Abbey vista (like the one at http://www.belmontabbey.org/)	THOSE SEEKING A MORE SPIRITUAL REPAST CAN VISIT BEAUTIFUL BELMONT ABBEY, (beat)
Billy Graham Library photo montage	OR THE BILLY GRAHAM LIBRARY.
Tracy Aldridge interview (Mini DV 2:	"[O]ne of the local things to do outside the center city area would include the Billy

VIDEO	AUDIO
00:09:56)	Graham Library, it just opened in June of 2007 and has already had over 250,000 visitors pass through its doors.”
Concord Mills Mall	YOU MIGHT BE SURPRISED TO LEARN THAT THE AREA’S NUMBER ONE TOURIST ATTRACTION IS NOT LOWE’S OR EVEN THE BILLY GRAHAM LIBRARY – IT’S THE CONCORD MILLS MALL.
Fun park – bringing us back to NASCAR.	WITH OVER 200 STORES AND A NASCAR-THEMED FUN PARK, IT ATTRACTS AN AMAZING 20 MILLION VISITORS A YEAR.
	DRIVER / SLIDE BULLET POINTS: •

Sources:

see Bruce’s research documents in the scripts folder.