



## SPORT CLIPS RENEWS SRX SERIES SPONSORSHIP FOR 2023 SEASON

Sports Clips to Continue to Sponsor Bobby Labonte in SRX

**NEW YORK, NY -- May 19, 2023** – Superstar Racing Experience (SRX) and Sport Clips Haircuts have announced they will continue their partnership for the 2023 season. The nation's leading provider of men's and boys' haircare will again serve as the primary sponsor of NASCAR Hall of Famer and 2000 NASCAR Cup Series Champion Bobby Labonte.

On July 9, 2022, Labonte and Sport Clips collectively visited victory lane for the first time in the SRX Series when the Texas native out-hustled a hard-charging Marco Andretti and Matt Kenseth to take the checkered flag in Nashville. Labonte finished third in the 2022 SRX overall standings with just five points separating him from the championship trophy.

“Sponsorship of Bobby Labonte in the SRX Series has been a great addition to our Sport Clips Racing program,” said Gordon Logan, founder and chairman of Sport Clips. “Bobby’s history with our long-time partner in NASCAR Joe Gibbs Racing makes our partnership with Bobby even more meaningful. To see Bobby take the checkered flag last year representing Sport Clips Haircuts was another milestone for our race program, the fifth driver in three different series to bring home the winner’s trophy for us.”

“First of all, I am always excited for the opportunity to race in the SRX series, I so look forward to each year and being able to compete against some of the greatest drivers ever,” said NASCAR Hall of Famer, Bobby Labonte. “I am so excited that Sport Clips is back on board with me again this year. Their involvement in SRX and Motorsports in general is great to see. I look forward to representing such a great company and look forward to getting back to victory lane and battling for a championship with them this year.”

“It’s very exciting for me to announce the return of Sport Clips to SRX racing and the car of Bobby Labonte,” said SRX CEO, Don Hawk. “In their first season with us they came away with a very big win at Nashville Fairgrounds. Welcome back Sport Clips.”

SRX will air on six consecutive **Thursday nights at 9 p.m. ET on ESPN** and the ESPN App, bringing back the iconic “ESPN Thursday Night Thunder” branding.

### The 2023 SRX Schedule (all times Eastern)

Date	Track	Time	Network
Thursday, July 13	Stafford Motor Speedway (Stafford Springs, CT)	9 p.m.	ESPN
Thursday, July 20	Thunder Road Speedbowl (Barre, VT)	9 p.m.	ESPN
Thursday, July 27	Motor Mile Speedway (Radford, VA)	9 p.m.	ESPN
Thursday, Aug. 3	Berlin Raceway (Grand Rapids, MI)	9 p.m.	ESPN
Thursday, Aug. 10	Eldora Speedway (New Weston, OH)	9 p.m.	ESPN
Thursday, Aug. 17	Lucas Oil Speedway (Wheatland, MO)	9 p.m.	ESPN

**About Sport Clips Haircuts:**

Sport Clips Haircuts is headquartered in Georgetown, Texas. It was established in 1993 and began franchising in 1995. The sports-themed haircutting franchise, which specializes in haircuts for men and boys, offers online check in for clients, and ranks #24 in the Entrepreneur “Franchise 500” for 2022 and is listed in Franchise Direct’s 2021 “Top 100 Global Franchises”. There are almost 1,900 Sport Clips stores open in the U.S. and Canada. Sport Clips is the “Official Haircutter” of the Veterans of Foreign Wars (VFW), offers veterans preferential pricing on haircuts and franchises, and was named a 2021 Top Franchise for Veterans by Entrepreneur. Sport Clips provides “Haircuts with Heart” through its annual Help A Hero fundraiser that has contributed \$10 million to the VFW; national partnership with St. Baldrick’s Foundation, the largest private funder of childhood cancer research grants; and other national and local philanthropic outreach. Sport Clips is a proud sponsor of NASCAR’s Joe Gibbs Racing team and SRX Racing, and partners with other NCAA and professional sports teams. To learn more about Sport Clips, visit [sportclips.com](http://sportclips.com).

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**About SRX:**

Superstar Racing Experience (SRX) was created by Sandy Montag and The Montag Group, Investor and former NASCAR COO, George Pyne, NASCAR Hall of Famer and legendary driver Tony Stewart, and NASCAR Hall of Fame Crew Chief and Owner Ray Evernham. Over the first two seasons of SRX, the six-race series has featured drivers from a variety of racing backgrounds with an emphasis on champion-level drivers. SRX has seen some of the sport’s biggest names compete including: Tony Stewart, Bill Elliott, Chase Elliott, Tony Kanaan, Paul Tracy, Bobby Labonte, Willy T. Ribbs, Hailie Deegan, Ryan Blaney, Ryan Newman, Greg Biffle, Marco Andretti, Matt Kenseth, Michael Waltrip, Josef Newgarden, Ryan Hunter-Reay, Helio Castroneves, and many more.

In 2022, the series field featured a total of five NASCAR Cup Series Championships, three IndyCar Series Championships, four Daytona 500 Winners, five Indianapolis 500 Winners and four NASCAR Hall of Fame Drivers. Tony Stewart claimed the inaugural SRX Championship in 2021, and Marco Andretti claimed the 2022 Championship.

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