



SAM BASS CAPTURES NASCAR HERITAGE IN NEW SERIES OF PRINTS

Concord, N.C. (May 26, 2010) -- It's like racing through time ... the power and pageantry of more than 60 years of NASCAR racing is celebrated in an exciting new release of limited edition prints from renowned motorsports artist Sam Bass.

In commemoration of the recent opening of the NASCAR Hall of Fame, this compelling five-piece collection is inspired by original artwork that Bass created for a quintet of 3-D sculptures that adorn the exterior of the NASCAR Plaza in Charlotte, N.C. The first artist officially licensed by NASCAR, Bass collaborated with local artisans to replicate his historical renderings onto 14' x 18' stainless steel panels.

"NASCAR is a sport so rich in history and tradition, it was so challenging to visually capture the evolving timeline of cars, drivers and mechanics over the years," says Bass. "From the beaches of Daytona to the modern racetracks of today, there has always been something exciting to stand up and cheer for! To have my artwork featured within the NASCAR Plaza and Hall of Fame complex is truly one of the greatest honors of my career."

Employing his trademark style of meticulously combining the more intricate points of fine art and graphic imagery, Bass has paid homage to the men and machines of past and present through a montage of gripping illustrations that showcases every era of NASCAR -- from its hard-scrabble roots to its current status as the country's most popular spectator sport. The artist is understandably pleased to offer the fruits of his labor to NASCAR fans in the form of this highly-collectible series of prints.

"Sam's artwork has captured some of the most historic moments in our sport for years," said Blake Davidson, NASCAR managing director, licensed products. "Fans visiting the NASCAR Hall of Fame will recognize and appreciate the signature artwork Sam has produced specifically for this location."

The NASCAR Hall of Fame opened to great fanfare on May 11, 2010. The facility honors the history and heritage of NASCAR and the many who have contributed to the success of NASCAR. On May 23 the inaugural class, which included Dale Earnhardt, Bill France Sr., Bill France Jr., Junior Johnson and Richard Petty, was inducted into the NASCAR Hall of Fame.

Each 14" x 12" print is tastefully done in black and metallic silver classically accentuated against a crisp white base. Produced on museum quality paper and individually hand-signed and numbered by Bass, each set of prints reflects the artist's comprehensive knowledge and unbridled passion for NASCAR's rich heritage. Only 500 print sets are being made available to the public.

A must-have collection for any NASCAR fan, this electrifying set of prints is now available at the Sam Bass Gallery (www.sambass.com), the NASCAR.com Superstore, and the NASCAR Hall of Fame Gear Shop.

For more information:

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