



MEDIA INFORMATION

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***THE SIMPSONS* WELCOME NASCAR'S GORDON, EARNHARDT JR. TO LATEST DAYTONA DAY ADVENTURE**

Animated Promo Part of Enhanced Marketing Effort Behind 'Great American Race,' Tees Up Countdown to Daytona 500 on FOX

FOX Sports welcomes back Homer, Marge, Bart, Lisa, Maggie and the rest of the gang from Springfield – and, this time, *THE SIMPSONS* are bringing along some of their NASCAR pals.

Four-time NASCAR champion and FOX NASCAR analyst Jeff Gordon joins NASCAR's most popular driver, Dale Earnhardt Jr., as part of an animated promo for DAYTONA DAY, the expanded, second-year marketing initiative in support of the 59th running of the DAYTONA 500 on FOX on Sunday, Feb. 26 (2:00 PM ET).

"It was really cool ... it's such a popular show," Gordon said. "Whether they are making fun of you or not, it's just an honor to be a part of it."

Viewers of Sunday's Super Bowl LI on FOX got a sneak peek of the Daytona Day promo with Gordon and Earnhardt, now scheduled to air in episodes of *THE SIMPSONS* on Feb. 12 and Feb. 19. **Video link:** [The Simpsons Daytona Day](#).

THE SIMPSONS airs Sundays (8:00-8:30 PM ET/PT) on FOX.

Now, in its second year, the DAYTONA DAY campaign, which now includes support from NASCAR, Daytona International Speedway and multiple consumer marketing partners, continues to recognize and celebrates the parties and social gatherings happening around the country on the day of the DAYTONA 500.

"It's an honor for all of us at FOX Sports to be able to tap into such a definitive and recognizable piece of pop culture to support our DAYTONA DAY efforts," said Robert Gottlieb, FOX Sports EVP of Marketing. "Having the creative firepower of Gracie Films helping to build Daytona Day is a true thrill."

“THE SIMPSONS promo was a successful cornerstone of last year’s DAYTONA DAY campaign, and NASCAR is honored to work with FOX on the initiative again this year,” said Jill Gregory, NASCAR senior vice president and chief marketing officer. “As a past DAYTONA 500 champion making his return to racing, it’s only fitting that Dale Earnhardt Jr. join THE SIMPSONS to build anticipation for the Great American Race.”

Homer Simpson added: "Which way is the barbecue pit?"

For more information on the FOX Sports DAYTONA 500/DAYTONA DAY efforts, please visit [FOX Sports Press Pass](#).

About FOX Sports

FOX Sports is the umbrella entity representing 21st Century FOX’s wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FS1; FS2; Fox’s 22 regional sports networks, their affiliated regional web sites and FSN national programming; FOX Soccer Plus and FOX Soccer 2Go; FOX Deportes and FOX College Sports. In addition, FOX Sports also encompasses FOX Sports Digital, which includes FOXSports.com, FOX Sports GO, Whatifsports.com and Yardbarker.com. Also included in the Group are FOX’s interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as licensing agreements that establish the FOX Sports Radio Network.

About THE SIMPSONS:

The longest-running scripted show in television history, **THE SIMPSONS** exploded into a cultural phenomenon in 1990 and has remained one of the most groundbreaking and innovative entertainment franchises, recognizable throughout the world. Currently airing it's record-annihilating 28th season, **THE SIMPSONS** has won 32 Emmy Awards, 34 Annie Awards, a 2017 People's Choice Award, was the first animated series to win a Peabody Award, and was nominated for an Academy Award in 2012 for the theatrical short "The Longest Daycare." *The Simpsons Movie* was a hit feature film, their mega-attraction *The Simpsons Ride* at Universal Studios has received historic expansion updates with the addition of 'Springfield' and the show was honored with a Star on The Hollywood Walk of Fame in 2000. It has been named the “Best Show of the 20th Century” by Time Magazine, called the "Greatest American Sitcom" by Entertainment Weekly in 2013, and declared "The Best TV Show Ever" in 2016 by Vulture.com.

THE SIMPSONS is a Gracie Films Production in association with 20th Century Fox Television. James L. Brooks, Matt Groening, and Al Jean are the Executive Producers. The Gracie Films Worldwide Brand Division develops and produces the licensed content for the series.

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