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**It's In The Bag! Iowa Speedway Seeking Donations for "Purses with Purpose"**  
***Third annual fundraiser set for February 20***

**NEWTON, Iowa (January 26, 2015)** – Iowa Speedway Cares is seeking individuals and organizations to donate a purse or bag to be featured in the third annual "Purses With Purpose" fund-raising event set for 6:00 to 9:00 p.m. Friday, Feb. 20, in the Newton Club at Iowa Speedway.

Purses and bags should be put together with a meaningful theme, such as: Iowa State Basketball, family beach weekend, classic films or NASCAR tailgate. Proceeds from the event will benefit two nonprofit organizations: Iowa Speedway Cares – the speedway's charitable arm – and the Newton Athletic Booster Club.

***"The 'Purses with Purpose' event has received tremendous support from our local community," said Iowa Speedway President Jimmy Small. "We are excited to partner with the Newton Athletic Booster Club to host this great event and to celebrate the beginning of an exciting weekend of activities culminating with our Daytona 500 Viewing Party on Sunday, February 22."***

The purses and bags can be of interest to either men or women. Those attending the event, which will include live entertainment provided by the dueling piano group of Mike Leeds and Andy Anderson, will have the opportunity to view and place bids on the items in both a live and a silent auction format. Allan Good will serve as the Master of Ceremony for the live auction.

Individuals and groups are being asked to donate:

- A new or gently used purse or bag filled with items every woman would want
- A new or gently used bag filled with items every man would want
- Items or gift certificates to place in the purses or bags
- A special purse or bag themed item of the individual or organization's creation

Individuals or groups providing a purse or bag for the event may bring them to the Iowa Speedway office at 3333 Rusty Wallace Drive by Feb. 13. Donations can be made during regular business hours, 8:00 a.m. to 5 p.m. Monday through Friday. For more information contact Iowa Speedway Cares Coordinator Sabrina White at 641-791-8201 or visit [www.iowaspeedway.com](http://www.iowaspeedway.com) to download a copy of the donation form. All donations are tax deductible.

Admission to the event is \$15. For those who would also like to attend the Official Iowa Speedway Daytona 500 Viewing Party in the Newton Club on Sunday, February 22 at 11 a.m. CST, a combined ticket can be purchased for \$20.

The Daytona 500 Viewing Party is open to the public and the perfect setting for fellow race fans and NASCAR newbies to talk shop before the 57th running of the "Great American Race" that the entire family will enjoy.

Iowa Speedway Cares supports local causes with a particular focus on youth and education, and it operates under the auspices of the NASCAR Foundation as a 501(c) (3) non-profit organization. Iowa Speedway will continue its charitable activities including its in-kind donations to local groups and its program where organizations can work track events in exchange for a donation to their group or cause.