

THIS IS
TALLADEGA

Country-music star
Colt Ford is known
for his versatility and
energetic concerts.

Party 'Dega Style on Saturday Night

The Colt Ford Concert Powered by American Ethanol will take place in Talladega's infield Saturday night. Ford will perform some of his biggest hits including songs off his latest studio album *Love Hope Faith*.



PHOTOS TALLADEGA SUPERSPEEDWAY

GROOVE TO THE

COLT FORD CONCERT POWERED BY AMERICAN ETHANOL



Night in and night out, entertainer and country-music star Colt Ford gives fans a taste of his groundbreaking hybrid of country, blues, rock and rap rhythms, all underneath the bright lights of the big stage.

On Saturday night, his stage will be the infamous infield near Talladega Blvd., as he performs his hit songs during the *Colt Ford Concert Powered by American Ethanol*.

Ford, a native of Athens, Georgia, will showcase his unique blend of sounds at NASCAR's Party Capital. His top hits include *Drivin' Around Song*, *Back*, *Dirt Road Anthem*, *Crank it Up* and *Cold Beer*, as well as songs off his latest studio album, *Love Hope Faith*, which was released in May.

Ford's sixth studio album *Love Hope Faith* features a number of hits, including *Reload*, *Dirt Road Disco*, *Young Americans*, featuring Charles Kelley from Lady Antebellum and his brother Josh, and *Time Flies*, a collaboration between Ford and his golfing buddy Toby Keith.

In 2008, Ford released his debut album, *Ride Through the Country*, which rose as high as No. 2 on the U.S. Billboard Top Heatseekers chart. The album featured two notable hits, *Dirt Road Anthem* and *Cold Beer*.

Ford co-wrote *Dirt Road Anthem* with Brantley Gilbert and later saw the song recorded by both Gilbert and Jason Aldean. Today, the song has 4x Platinum Certification, with sales in excess of 4,000,000. *Cold Beer* (featuring Jamey Johnson), a second hit off Ford's debut release,

received a nomination at the 2011 Academy of Country Music Awards for Vocal Event of the Year.

Talladega Superspeedway's staff is excited to welcome Ford, along with NASCAR favorites Tim Dugger and DJ Michaelis, and also proud to have American Ethanol join the track family with its support of the *Colt Ford Concert Powered by American Ethanol*.

"American Ethanol is an innovative brand that introduces consumers to the benefits of E15, a renewable fuel choice, and what better place to do that than the biggest and fastest track in NASCAR," said Don Glenn, an Alabama farmer and National Corn Growers Association Board member. "We look forward to interacting with Talladega race fans and sharing with them how higher octane, cleaner burning, American-made ethanol gets the job done on the track and in their own cars."

In addition to the concert, American Ethanol will have a large presence at the track throughout the weekend, including a display in the Fan Zone outside the frontstretch, painted triangles at the entrance and exit of pit road, plus fans will see American Ethanol representatives roaming the campgrounds and handing out cool prizes.

No other venue on the NASCAR circuit offers a party experience like Talladega. So, get ready to live it up Saturday night at the *Colt Ford Concert Powered by American Ethanol*, which is FREE to any fan with an Alabama 500 ticket. ◀◀