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## WESTMARC to Host Annual Best of the West Awards Nov. 5 at Phoenix International Raceway

**Peoria, Ariz. (July 29, 2014):** WESTMARC is proud to announce that the 22nd Annual Best of the West Awards ceremony will be held at the Phoenix International Raceway (PIR), which is celebrating its 50th Anniversary this year.

WESTMARC's Best of the West Awards has been the signature event of the West Valley for over twenty years. The event is designed to celebrate the best of Western Maricopa County, and recognize outstanding contributions to the quality of life, economic development, and innovation in the West Valley. WESTMARC is looking forward to being a part of the 50th Anniversary celebrations at PIR.

"We're excited to celebrate the Best of the West at one of the West Valley's most significant assets," said Michelle Rider, President and CEO of WESTMARC. "Not only are they a huge economic driver, they also add to the quality of life for residents and visitors to the region." PIR was awarded Best of the West awards in 1996 and 2006.

WESTMARC is accepting nominations in three categories: Economic Engine, Excellence in Innovation, and Quality of Life Enhancement. All nominees will be acknowledged, and one winner in each category will be announced at the awards dinner Wednesday, November 5. You can find nomination forms and additional event information online at [www.westmarc.org](http://www.westmarc.org).

The 22<sup>nd</sup> Annual Best of the West Awards will serve as an unofficial launch of NASCAR's semifinal race weekend at PIR, headlined by the Quicken Loans Race for Heroes 500 NASCAR Sprint Cup Series race on Sunday, Nov. 9.

"As a proud member of the West Valley business community, Phoenix International Raceway is honored to host the 22nd annual Best of the West Awards," said track president Bryan R. Sperber. "I look forward to kicking off our race weekend by celebrating the work of so many outstanding people who make the West Valley a great place to live and do business."

Located in the City of Avondale, PIR is a great asset to the West Valley because of the huge social and economic impact the NASCAR races have on the region. According to a study conducted by Arizona State University's W.P. Carey School of Business in 2006, PIR's two NASCAR race weekends combine to generate an estimated \$473 million annually for the Arizona economy. With its great weather, beautiful desert scenery and abundant recreation options, Phoenix has become one of the most popular destinations in motor sports, for drivers and fans alike.

"It's Gonna Be BIG!" is the slogan of PIR's 50th Anniversary celebrations this year, and, there is no better way to promote and highlight this great asset of the West Valley than to have the 22nd Annual Best of the West Awards at the historic Phoenix International Raceway.

### **About WESTMARC**

WESTMARC is a public-private partnership of the 15 communities, the business sector and educational community west of Interstate 17. WESTMARC's mission is to enhance economic development and promote quality of life in the West Valley.

### **About PIR**

Since 1964, Phoenix International Raceway has been the premier motorsports venue in the Southwest. Host to some of the most notable moments in motorsports history, PIR will celebrate its 50th anniversary throughout the entire 2014 season. As the only track in the West to have two NASCAR Sprint Cup Series weekends a year, PIR kicked off its 50th anniversary celebration in early March with The PROFIT on CNBC 500 race weekend and will round out the year with the semifinal race for the Chase for the NASCAR Sprint Cup, the Quicken Loans Race for Heroes 500, Nov. 6-9. Tickets for the entire Quicken Loans Race for Heroes 500 weekend are available by visiting [PhoenixRaceway.com](http://PhoenixRaceway.com) or calling 866-408-RACE (7223).

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