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Honor Your Father in the "Worth the Work. Pass it on." Sweepstakes to Win a 2013 Ford F-150 XLT

ROSWELL, Ga., June 14, 2013 /PRNewswire/ -- This Father's Day, SCOTT® Car Care teams up with Penske Racing driver Brad Keselowski and Ford Racing to offer consumers an opportunity to nominate their father as their hero in the "Worth the Work. Pass it on." Sweepstakes for a chance to win a Ford F-150 XLT with EcoBoost engine.

"We are encouraging individuals to nominate their fathers in the SCOTT® Car Care 'Worth the Work. Pass it On.' Sweepstakes." says Charlotte Ciccone, associate customer marketing manager for Kimberly-Clark Professional. "Not only do individuals have the chance to pass on a Ford F-150, they have the opportunity to spend time with their father at an all expense paid VIP race experience in Homestead-Miami, Fla., at the Ford 400 Championship weekend. SCOTT® Car Care wants to recognize all of the fathers who pass down hard work, skills and values in life and in the garage."

Many individuals, including Sprint Cup Series Champion Brad Keselowski, consider their father their hero. "If I could enter anyone it would be my dad," says Keselowski, "He has taught me everything it takes to be a race car driver, whether it was working on the next trick part or just keeping up with the daily maintenance. He taught me his worth ethic, he passed it on to me."

SCOTT® Car Care has also aligned the "Worth the Work. Pass it On." campaign with the Brad Keselowski's Checkered Flag Foundation Race to Recovery (R2R) program. Through five events this season the R2R program will recognize heroes by providing wounded veterans and their loved ones a once in a lifetime racing experience.

SCOTT® Car Care honors selected automotive enthusiast veterans at each Race to Recovery event. Rich Gerbeth, Sergeant, Army National Guard knows his son considers him a hero and chose to bring him as his guest. "The ride around the track was incredible. We both had an awesome time, but the best part was experiencing this with him." These veterans and their loved ones are provided a VIP experience during the Sprint Cup Series race and a ride along event with Foundation president, Brad Keselowski.

To enter your father or personal hero in the "Worth the Work. Pass it On." Sweepstakes visit www.scottcarcare.com. The sweepstakes will run from June 1 until Sept. 30, 2013.

Come along for the ride as SCOTT® Car Care provides tips, tricks and happenings as you tackle any automotive project:

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- Watch SCOTT® Car Care in Action (www.youtube.com/user/OfficialSCOTTCarCare)

About Checkered Flag Foundation

Want to learn more about the Checkered Flag Foundation? Visit www.checkeredflagfoundation.org today to see event videos and photos, our CFF blog, learn about upcoming events, and more!

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