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Over 200 Contractors Named as Grand Marshal for the SCOTT® 160 ARCA Series Race at Road America

ROSWELL, Ga., June 19, 2013 /PRNewswire/ -- There's no way drivers will miss the call to "start your engines" at the upcoming SCOTT® 160 ARCA Series Race — because over 200 contractor Grand Marshals will be giving it!

SCOTT® Home Improvement Solutions will host over 200 Menards contractors as part of the SCOTT® 160, inviting them to act collectively as Grand Marshal at this inaugural ARCA/Menards 2013 Series Race at Road America in Elkhart Lake, Wis., on June 22, 2013.

"We look forward to engaging with top contractor customers as Grand Marshals of the SCOTT® 160," said Heather Richmond, Kimberly-Clark customer marketing manager for the hardware, home improvement and paint channel. "This exciting opportunity gives us a great venue to introduce our new SCOTT® 'Just Add Yellow' campaign targeted at the contractor and do-it-yourself markets.

"Everyone knows SCOTT® RAGS In A Box comes in that famous yellow box," Richmond continued. "Now our Coveralls and Drop Cloths come in the same bright yellow packaging, so contractors and DIY-ers can easily find our quality products in the marketplace. We want them to think yellow before their next project and Just Add Yellow with SCOTT® Home Improvement Solutions."

In keeping with easy-to-spot SCOTT® packaging, the 200+ Grand Marshal contractors for the SCOTT® 160 will wear bright yellow T-shirts and hats as they give the "start engines" command.

Series officials, along with Road America track President George Bruggenthies, are excited about the naming of the race's Grand Marshal. "We're fortunate to have great partners at Road America," said Bruggenthies. "And we're excited to partner with SCOTT® to have the hard-working home improvement contractors act as our Grand Marshal for the SCOTT® 160, many of whom may have worked jobs and projects here at our race track."

"Menards is a Wisconsin-based retailer and the east central Wisconsin market is a great fit for Menards retail market footprint," said Mark Gundrum, ARCA vice president of business development and corporate partnerships. "A combined effort by ARCA, the track and Menards to welcome SCOTT® and Menards contractor customers as Grand Marshal is a great addition to the partnership between the two series sponsors. We are proud to have sponsors bring excitement for the ARCA Series fans and look forward to seeing the SCOTT® 160 at Road America."

The SCOTT 160 on Saturday, June 22, 2013, will be the first ARCA Racing Series event at Road America. ARCA's visit to the legendary four-mile Road America road course will be run in conjunction with the NASCAR Nationwide Series as a same-day doubleheader.

Kimberly-Clark® and the SCOTT® brand are partnering with ARCA series sponsor Menards to participate in the ARCA Racing series. Through the partnership, the SCOTT® brand is an official sponsor of the ARCA series, an ARCA Rookie Challenge sponsor and race title sponsor of the SCOTT® 160.

The SCOTT® 160 race is scheduled as the ninth of 21 races in ARCA's 2013 season. The complete schedule can be found at arcaracing.com.

About ARCA

The Automobile Racing Club of America (ARCA) is among the leading auto racing sanctioning bodies in the country. Founded in 1953 by John and Mildred Marcum, the organization administers more than 100 events each year in multiple racing series, including the ARCA Racing Series presented by Menards, the ARCA/CRA Super Series, the ARCA Truck Series and the ARCA Midwest Tour, plus weekly racing at Toledo and Flat Rock Speedways.

About Kimberly-Clark Professional

Kimberly-Clark Professional partners with business to create Exceptional Workplaces helping to make them safer, healthier and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business sectors. To see how we are helping people the world over work better, please visit www.kcprofessional.com.

About Kimberly-Clark

Kimberly-Clark Corp. (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and learn more about the Company's 141-year history of innovation, visit www.kimberly-clark.com, or follow us on [Facebook](#) or [Twitter](#).

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