

Land O' Lakes Gears Up For Race Car Sponsorship

ARDEN HILLS, Minn. — For years, Land O' Lakes has held the lead position in the butter market, outpacing its competitors across the country. Now the dairy foods manufacturer is steering its marketing expertise into a race of another kind.

The Land O' Lakes consumer products group in New York/Philadelphia has signed on sprint car driver Steve Wilbur, Mechanicsburg, as part of its "Pennsylvania Proud" marketing campaign. Land O' Lakes is the sole sponsor of Wilbur's racing team, which competes in "super sportsman" races in central Pennsylvania and Maryland.

"We are very excited about this sponsorship," said Dan Tabeing, Land O' Lakes product sales manager. "Sprint car racing is a popular family sport and is a perfect venue for us to promote our products."

The car, painted bright yellow and red, features the Land O' Lakes brand products — LAND O' LAKES® Butter, Alpine Lace® Deli products, and New Yorker® Deli products. It will debut this weekend, Feb. 19-21, at the 21st Annual Motorama Indoor Races and Speed Show at the Farm Show Complex in Harrisburg.

Then it's off to the races as Wilbur begins the 1999 season with opening night on March 20 at Silver Spring Speedway in Mechanicsburg. Wilbur will compete in weekly Saturday night races at Silver Spring and other speedways through October.

A printer by trade, Wilbur, 36, began racing three-wheelers and four-wheelers when he was 16 years old. He then moved on to micro-sprints and street stock cars. Four years ago, he began competing in super sportsman contests, racing his sprint car around quarter-mile and half-mile dirt tracks at speeds of up to 120 miles per hour.

"I like the competition," Wilbur says of racing. "I've been doing it so long I can't imagine not doing it."

Wilbur won his first race at Lincoln Speedway, Hanover, in 1996 and has captured four additional titles since then. He looks forward to his first win in his Land O' Lakes-sponsored car.

"The team would like to thank everyone, from top to bottom, for giving us this chance," Wilbur said. "We're gonna win. We'll make them (Land O' Lakes) proud."

As part of the sponsorship,



Sprint car driver Steve Wilbur, Mechanicsburg, looks forward to racing his Land O' Lakes sponsored car in local competitions this year.

Wilbur and his car will make appearances at food shows and other promotional events. In addition, Land O' Lakes is planning "night at the races" events and other opportunities for the cooperative's customers and dairy farmer members to participate in the sponsorship.

Land O' Lakes is a national food and agricultural cooperative serving more than 12,000 family farmers in 30 states, including 3,000 dairy producers

in the Mid-Atlantic region Land O' Lakes is a leading marketer of dairy products across the U.S. and serves international customers with a variety of food and animal feed ingredients

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