

## #22 NASCAR at Creek Travel Plaza on Labor Day

For Immediate Release  
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**Poarch, Alabama**, August 9, 2012- Travelers on I-65 near the Atmore area, will soon have a first-class place to fuel up with the opening of the Creek Travel Plaza later this month. Creek Indian Enterprises Development Authority (CIEDA) is the economic development arm of the Poarch Band of Creek Indians, announced today the upcoming grand opening of its newest development. The official grand opening event is planned for Labor Day Weekend, with a ribbon cutting scheduled for Saturday September 1<sup>st</sup> at 9am and an on-site appearance by the Shell-Pennzoil #22 NASCAR and a NASCAR simulator ride are both scheduled to be on location for Monday, September 3<sup>rd</sup> from 10am-4pm. NASCAR fans will have a special chance to get up-close and personal with a replica of the car AJ Allmendinger is driving this season. In addition to being able to see the #22 NASCAR, visitors will be able to take a spin in the exhilarating NASCAR racing simulator to experience what their favorite driver encounters on race day. In addition to the fun activities at the grand opening, motorists will enjoy grand opening special offers and be eligible to win prizes and giveaways at the Creek Travel Plaza located just off I-65 exit 54 at 4740 Jack Spring Road

The Shell branded Creek Travel Plaza, sits just 3 miles south of Wind Creek Casino and Hotel, will provide the amenities today's traveler has come to expect from a top-notch travel plaza. This facility will provide shuttle service to and from the casino, offer free overnight parking and will provide truck drivers amenities such as showers, laundry, a driver's lounge and many of the financial and business services truckers need to keep them working on the road. In addition to giving truckers a comfortable place to rest and access to the entertainment options in and around Wind Creek Casino, Creek Travel Plaza will be offering FREE PLAY with FILL-UPS, see store for restrictions.

On site, the Creek Travel Plaza has a 24-hour 1950's style-diner, a Chester's Chicken, a beer cave and a fully stocked convenience store supply all types of motorists needs. RV's and motor coaches are welcome! They can enjoy the easy access to our facilities and amenities specific to their needs such as overnight parking and an onsite dump station.

Created as an economic stimulator to the area, the Creek Travel Plaza is expected to employ a staff of approximately 45 individuals and will offer up to eleven outparcels for additional retail businesses once the project is complete. James T. Martin, President and CEO of Creek Indian Enterprises Development Authority states, *"We are proud to be bringing another enterprise to the Atmore area that will continue to increase the number of job opportunities in this area and helps addresses the need for more retail options in this community."* Because of the limited number of travel plazas along I-65 in this area that offer overnight truck parking, it was determined that a quality overnight travel plaza would serve the I-65 travelers well. The first phase of this project has been the construction of the 10,000 square foot full-service multi-use travel plaza and rest area. The Creek Travel Plaza will be operational 24 hours per day, 7 days per week.

### **About the Poarch Band of Creek Indians**

The Poarch Band of Creek Indians is the only federally recognized Indian Tribe in the State of Alabama. It is a sovereign nation with its own system of government and jurisdiction. The Tribe operates a variety of economic enterprises which employ hundreds of tribal members and area residents. Creek Indian Enterprises Development Authority, the economic development arm of the Tribe, manages on their behalf: Muskogee Technology, Muskogee Inn, Perdido River Farms, Magnolia Branch Wildlife Reserve, Creek Smoke Shop, Creek Travel Plaza and Premier Family Eye Care in Atmore, Alabama, in addition to, the Riverside Smoke Shop Wetumpka, Alabama.

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