



**For Immediate Release**  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
207-828-8050 x 101

## LATICRETE Sponsors Hall of Fame Car Owner and Driver Team at NHMS

*September 11, 2009:* LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, is sponsoring Hall of Fame Car Owner and Driver Team at New Hampshire Motor Speedway for the NASCAR Whelen Modified Tour in a 100-lap event on September 19, 2009.

Jon McKennedy of Chelmsford, Massachusetts has teamed with legendary Hall of Fame Car Owner Art Barry from Connecticut to participate in this race. "I was thrilled when Art asked me to drive his car," said McKennedy. "He is a well respected man in Modified racing. It's a great car and a good group of people. I have to thank Art, LATICRETE, and all of the people who made this possible. This is a big opportunity for me."

The car McKennedy will be driving is a brand new SPAFCO Chassis built by Art and Ken Barry, who have been building race cars for Modified entrants across New England for many years. Their cars have won numerous races and multiple series championships across New England. McKennedy, 22, is an up and coming driver in the pavement Modified division. He is the current point leader in the True Value Modified Racing Series, a Modified touring series that competes with a 15-race schedule at nine different New England tracks. He has four victories and six top-three finishes in 12 races to date in 2009.

Barry added, "I have been watching McKennedy for a while now. He has impressed me both as a racer and as a person. He is very hands-on in preparation and with the setup of the car. I feel that both he and LATICRETE will be a good fit for our race team."

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. It's well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, [www.laticrete.com](http://www.laticrete.com).

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