



Craig Rust, president of Watkins Glen International, and Terry Angstadt, president of the Commercial Division for the Indy Racing League announce an energy partnership between WGI and JUICE in Gatorade Victory Lane, with a show version of the #17 Ethanol Rahal Letterman Racing Dallara car driven by Ryan Hunter-Reay.

## Watkins Glen International goes green with wind power

JUICE ENERGY HELPS THE GLEN RACE TO A FUTURE OF GREENER, LOWER-PRICED ELECTRICITY

**W**atkins Glen International, the historic racetrack in New York's Finger Lakes region, will soon be leading the way toward reducing their carbon footprint with the help of Juice Energy. The 60-year-old raceway, known worldwide as "The Glen," has signed a new contract with Juice in an effort to lower ever-rising electricity costs and limit the track's impact on the environment.

Juice Energy, Inc. is a New York-based electricity supplier that utilizes unique methodologies to deliver electricity to their clients at the lowest possible rates. By constantly monitoring the energy markets, Juice creates custom solutions that bring the advantages of electricity competition to

clients. At the same time, Juice offers clients access to renewable energy sources such as wind and solar power, making them a popular choice for businesses looking to curb their environmental impact.

The new deal will cover all of The Glen's electricity needs for the next three years. In addition, the track will become one of the first motorsports facilities in North America to adopt a greener electricity strategy with the purchase of wind power equal to 100% of their annual electric use. The green power purchase effectively offsets the track's electricity related greenhouse gas emissions.

Craig Rust, President of Watkins Glen International, said the decision was an easy

one: "It's not everyday that we find a new business partner that brings as much to the table as Juice. We're going to enjoy savings on electricity and take a major step forward in our plan to become a greener track."

"Millions of people have enjoyed races at The Glen over the past 60 years. We're really excited about our new involvement with this particular partner," said Brian Hayduk, co-founder of Juice. "Our main priority is customer service, so we'll probably have to stop by on race days to see how our strategies are working."

Tickets and information are available via the Watkins Glen International ticket office at 866-461-RACE or [www.TheGlen.com](http://www.TheGlen.com). ■

