



# Krystal® and Coca-Cola® Fuel NASCAR for a Second Lap Sweepstakes

*Advance Auto Parts and Carmike Theaters Riding Along Again in 2016*

ATLANTA, GA, UNITED STATES, April 20, 2016 /EINPresswire.com/ -- ATLANTA, GA – Following a tremendous response to last summer's Roadie Cup [Sweepstakes](#), The [Krystal](#) Company® announced it would be bringing back the prize-packed promotion for 2016. Due to popular demand, this year's event is set to hit the road early – beginning April 25th.

The sweepstakes invites guests to participate in the Krystal and Advance Auto Parts Fuel NASCAR with Coca-Cola® for the chance to win the Grand Prize of Two (2) NASCAR Experience Trips to a NASCAR race during the 2016-2017 season. Other instant winners will receive gift cards from sweepstakes partners – Advance Auto Parts and Carmike Cinemas. All participants will be eligible to receive free Krystal® coupons.

“Race Day participation was huge last summer,” said Heather Schlesinger, Director of Calendar Programs & Promotions at The Krystal Company®. “We are very pleased to be able to team up again with Coca-Cola®, Advance Auto Parts and Carmike Theaters to give people more of what they love – delicious Krystal® food and beverages, great products and entertainment from our partners, and of course the NASCAR experience of a lifetime for one Krystal® fan.”

Participating guests, who purchase a 44-oz Krystal® Roadie Cup in restaurants will receive the sweepstakes entry SMS/Text code. Codes will also be available at Advance Auto Parts participating stores. Once obtained, guests will receive a link to the mobile-friendly site and play a simple “scratch-off” style Instant Win Game. Krystal® coupons will be made available to participants and will change from week to week. Items like Free Triple Krystals, Free Chili Cheese Fries and Free Corn Pups are among the Krystal® prizes available with purchase. Guests can also share their results on social media and opt-in to Club Krystal® (Krystal's e-club) for future promotions. Standard messaging and data rates apply and may vary by carrier.

The Grand Prize Sweepstakes Winner will be drawn at random from all entries after the promotion period has ended. That lucky winner will win a trip for two to one of four upcoming NASCAR races at Daytona International Speedway, Talladega Superspeedway, Darlington Raceway, Charlotte Motor Speedway, Atlanta Motor Speedway or Homestead-Miami Speedway taking place during the 2016-2017 NASCAR season.

Krystal and Advance Auto Parts Fuel NASCAR with Coca-Cola® Sweepstakes will run from April 25th through June 19th, while supplies last, at all participating Krystal and Advance Auto Parts locations. No purchase is required to enter. Complete official contest rules are available on [www.KrystalRaceDaySweeps.com](http://www.KrystalRaceDaySweeps.com).\*

\*NO PURCH./TXT MSG NEC. LEGAL RESIDENTS OF AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, and VA , 18+. VOID ELSEWHERE & WHERE PROHIB. Ends 6/19/16. For rules, prizes, odds, & all details: [www.KrystalRaceDaySweeps.com](http://www.KrystalRaceDaySweeps.com). Sponsor: The Coca Cola Co.

About The Krystal Company®

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

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