

FOR IMMEDIATE RELEASE

# FirstHealth



## FIRSTHEALTH NAMED OFFICIAL HEALTH CARE PROVIDER FOR ROCKINGHAM SPEEDWAY NASCAR WEEKEND

**ROCKINGHAM, N.C.** (Feb. 27, 2025) – Today, officials from Track Enterprises and FirstHealth of Carolinas, the private, not-for-profit health care system, headquartered in Pinehurst, N.C., announced FirstHealth will serve as the Official Health Care Provider for NASCAR's highly awaited return to Rockingham Speedway.

FirstHealth health care professionals will be on hand to provide medical services for competitors and fans throughout the entirety of the April 18-19 North Carolina Education Lottery 250 presented by Black's Tire NASCAR Xfinity Series race and the Black's Tire 200 NASCAR CRAFTSMAN Truck Series race weekend. The ARCA Menards Series East will also compete Saturday afternoon, prior to the 250-lap NASCAR Xfinity Series contest.

"FirstHealth is proud to be the official health care provider of the NASCAR race weekend at Rockingham Speedway," said Mickey Foster, CEO, FirstHealth of the Carolinas. "We are excited to see racing back at The Rock, and our health care professionals are thrilled to support this event by providing expert health care services for both the drivers and fans in attendance. FirstHealth's Richmond campus has a long history of partnering with NASCAR for health care services at the speedway. The opportunity to partner with Track Enterprises and NASCAR, while supporting this wonderful initiative to bring racing back to Rockingham is quite an honor."

"We have been working with NASCAR for a couple of months on the logistics for setting up and providing health care services during the tire and organizational tests, and we are looking forward to the race weekend," said Christy Land, MSN, R.N., president of the Southern region and administrator of MRH-Richmond. "We have assembled a top team of physicians, nurses, paramedics and EMTs to be on-site and stationed strategically in and around the track to provide quick and accessible health care services."

Additionally, Rockingham Speedway, its grandstands and surrounding grounds will be staffed by a host of volunteer first responders including firefighters, paramedics and emergency medical technicians who will provide on-site emergency medical services to safeguard for both a safe and successful weekend.

"In addition to the dedicated support provided to the drivers and their teams, we would like to recognize the invaluable role of our local volunteer responders as well as our County Emergency Services Staff," said Bob Smith, Director of Emergency Services, Richmond County (N.C.) Government. "A team of highly skilled paramedics, EMTs, firefighters and 9-1-1 Professionals, many of whom are volunteers from various local rescue and fire organizations, will be on hand throughout the event. These responders will be focused on ensuring the safety of all spectators, covering areas such as the stands, campgrounds,

and parking areas. Their commitment to the community and the safety of everyone involved is essential to the success of this event."

Last August, Track Enterprises announced it reached an agreement with Rockingham Speedway ownership to bring the NASCAR Xfinity Series and NASCAR CRAFTSMAN Truck Series back to the venerable Richmond County speedway Easter Weekend.

"FirstHealth is woven into the fabric of the Rockingham community and across Richmond County," said Track Enterprises president Bob Sargent. "We're very fortunate partner with FirstHealth and have their health care professionals on site throughout the weekend to service the needs of the competitors, officials and, of course, our passionate race fans. Having a best-in-class health care provider was one of our most important priorities so we're very proud to announce this partnership. We're also very grateful to Richmond County for providing additional resources from the county's emergency services staff. This is truly a team effort and it's going to take everyone to make NASCAR's return to Rockingham Speedway a success."

The Black's Tire 200 from Rockingham Speedway will be televised live on FS1 Friday, April 18 beginning at 5 p.m. Eastern Daylight time. Round 7 of the 2025 NASCAR CRAFTSMAN Truck Series championship will be broadcast live on the Motor Racing Network and SiriusXM NASCAR Radio Channel 90.

The North Carolina Education Lottery 250 presented by Black's Tire will be televised live on the CW Saturday, April 19, beginning at 4 p.m. Eastern Daylight time. The race will be broadcast live on the Motor Racing Network and SiriusXM NASCAR Radio Channel 90.

Fans can log on to [racertherock.com](http://racertherock.com) for continuing details, schedule updates or to purchase tickets for NASCAR's April 18-19 return to Rockingham Speedway. Tickets are also available for purchase in person at Rockingham City Hall Monday – Thursday from 8 a.m. – noon and 1 p.m. – 5 p.m., and on Fridays from 8 a.m. – 1 p.m. Both single day and weekend ticket packages are available.

- [racertherock.com](http://racertherock.com) -

#### **About FirstHealth ...**

FirstHealth of the Carolinas, a private, not-for-profit health care system, is headquartered in Pinehurst. Its more than 6,600 employees serve 15 counties in the mid-Carolinas. Licensed for four hospitals with 546 beds, the health system offers specialty and subspecialty care and technologies that are typically exclusive to academic institutions in larger metropolitan areas. The system includes Reid Heart Center, a new outpatient cancer center, facilities for inpatient and outpatient rehabilitation, hospice & palliative care, home care, community outreach programs, behavioral health services, fitness facilities, concierge, specialty, primary and convenient care practices, dental care centers, a hospitality house, EMS and critical care transport services, a philanthropic foundation and a host of other services. FirstHealth demonstrates a commitment to treating the whole patient and improving the health of the communities it serves.

#### **About Rockingham Speedway ...**

Located in Richmond County, N.C., Rockingham Speedway opened as a flat, one-mile oval on Oct. 31, 1965. It was reconfigured to a one-mile (1.017 miles) high-banked, D-shaped oval in 1969.

In 2018, a new ownership group took over the facility and renamed it Rockingham Speedway & Entertainment Complex. On Nov. 18, 2021, N.C., Governor Roy Cooper signed the 2021-2022 North Carolina state budget allocating \$9 million to support reinvestment in the facility. The state funds, along with ownership investment, allowed for redevelopment of the racetrack including the racing surface and extensive repairs. Today, the facility hosts a wide variety of events including karting, road racing, endurance racing, concerts and more. In 2025, Rockingham Speedway will welcome the return of NASCAR for the first time since 2013.

#### **About Track Enterprises ...**

Track Enterprises has been promoting motorsports events since 1985. Based in Macon, Ill., a dedicated staff, led by longtime promoter Bob Sargent, organize and promote upwards of 80 races a year across the eastern half of the United States. Track Enterprises was responsible for the highly-acclaimed return of the NASCAR CRAFTSMAN Truck Series to the Milwaukee Mile in 2023.