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Diversity Watch

NASCAR Stays On Track With Diversity Initiatives

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By USBE Online Staff
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A newly-developed supplier diversity and minority vendor program, one of several 2005 diversity initiatives being promoted by NASCAR, the National Association for Stock Car Auto Racing, is off to a great start.

Vendor announcements with African American-owned Atlanta International Consulting Group (AICG); Martinlintho; and Touch point, Inc. were released last week.

The supplier diversity program, a part of NASCAR's drive to make the motor sport industry look more like America, is actively inviting women and minority-owned businesses to be considered as subcontractors and suppliers for all goods and services purchased at NASCAR.

NASCAR is a member of the National Minority Supplier Development Council and is working with the Florida Minority Supplier Development Council to further develop the program.

This fall, NASCAR and The Coca-Cola Company will be visiting historically Black colleges and universities to build awareness about career opportunities in motor sports.

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