

(Kaukauna, WI) – Ken’s Sports of Kaukauna – one of the Midwest’s largest dealers of ATV’s & UTV’s, boats, personal watercraft, motorcycles and snowmobiles, has signed on to be the title sponsor for the 47th annual Red, White and Blue state championship series at Wisconsin International Raceway in Kaukauna in 2018.

In addition Ken’s Sports will sponsor a “Fan Zone” near the bleachers where different drivers will make themselves available for autographs before the races.

Always known as big backers of local stock car racing including WIR, this year Ken’s Sports is celebrating its 50th year in business. “It’s one of those things where anything we can do to support the local racing is good for WIR,” said Jay Vanderloop, owner/sales manager. “A lot of our customers go to WIR on Thursday nights and also to the dragstrip. We’re thrilled to be part of what’s going on out there.”

Jay’s Dad, Ken Vanderloop, founded the family business in 1968. “Dad’s a big race fan himself,” Jay pointed out. “WIR has always been in our blood and background.” Over the years Ken’s Sports has sponsored several drivers including Kaukauna’s own Pete Parker, a national dirt late model Hall of Fame inductee. Other drivers include Eddie and Jerry Muenster, Lowell Bennett, Taylor Haufschildt, Kyle Calmes, Ty Majeski, Taylor Vanderloss and in 2018 14-year-old Cody Vanderloop will be a rookie contender in the sport truck division.

The GPS address for Ken’s Sports is W2520 County Hwy JJ, Kaukauna, WI 54130. The telephone number is 920-788-0220. You can also check out their Facebook page and their website kenssports.com.

The Red, White and Blue dates are slated for June 7, July 12 and August 9. The defending super late model R, W & B champion is “The Montello Missile” Bobby Kendall of Montello.

The season opening “Thursday night Thunder” race at Wisconsin International Raceway in Kaukauna will take place Thursday, May 24 at 6:45 p.m.

Tuesday night oval practices are slated to begin on May 1 with Saturday, May 5 serving as the annual FRRC practice and inspection day from 10 a.m. to 4 p.m. Spectator admission is free that day.