



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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Palermo's Pizza Partners with Bilicki for NASCAR Cup Series Race at Road America

Partnership includes Free Pizza Promotion for Fans

MILWAUKEE – June 15, 2021 –Palermo's Villa Inc., Wisconsin based frozen pizza manufacturer and parent company to Premium Craft Pizza Brand, Screamin' Sicilian Pizza Co., will partner with Wisconsin NASCAR driver, Josh Bilicki, at the upcoming NASCAR Cup Series race, the Jockey Made in America 250 Presented by Kwik Trip at Road America on Sunday, July 4. Bilicki will be the only driver representing Wisconsin in the NASCAR Cup Series at Road America.



In addition to the full car takeover for the race on July 4, Palermo Villa Inc. is making a big bet for Wisconsin race fans. If Josh Bilicki wins the race, Palermo's is offering a FREE Screamin' Sicilian Pizza to Wisconsin residents through a digital rebate program. Details of the program can be found at www.PalermosPizza.com/FreeScreamin

"To be partnered with a great Wisconsin company like Screamin' Sicilian Pizza at such a large event means a lot to me," says Bilicki. "Having the NASCAR Cup Series come to Road America on Fourth of July weekend is already a win, but then to have a Wisconsin based business as our primary partner is just awesome. I cannot thank everyone at Palermo's and Screamin' Sicilian Pizza enough for the opportunity to represent them. I have more laps here than anyone else who will be in the Cup Series field, so I am looking forward to using that to my advantage."

“Palermo’s is Wisconsin’s Hometown Pizza and we couldn’t think of a better partnership than to sponsor a Wisconsin driver on a Wisconsin track.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa. “If Josh wins



the race, we want to celebrate that with our fans by offering them a free Screamin’ Sicilian Pizza. It’s a big bet, but as a family owned and operated, Wisconsin based company we wanted to put our full support behind our Wisconsin Hometown Driver.”

The Jockey Made in America 250 Presented by Kwik Trip NASCAR Cup Series race will take place on Sunday, July 4th at 1:30PM CT and will be televised live on NBC.

About Palermo Villa, Inc.

Palermo Villa, Inc. is one of the most recognized frozen pizza manufacturers in the United States, known for its innovation and the quality of its branded and private label products. The family-owned company was founded in 1964 and is located in Milwaukee, Wisconsin. Palermo’s growing portfolio of branded pizzas includes [Palermo’s® Pizza](#), [Screamin’ Sicilian™](#), [Urban Pie Pizza Co.™](#) and [Connie’s® Pizza](#). Every pizza is made by dedicated Pizzaiolos, drawing on the founder’s Italian roots and family recipes to achieve premium quality. Palermo’s continues to be a leader in innovation in the pizza industry, developing new products and flavors that cater to consumer needs. For more information, visit www.palermospizza.com.

About Josh Bilicki

Wisconsin native Josh Bilicki, age 26, began racing go-karts at the early age of four in Dousman, WI. After quickly moving through the karting ranks, Bilicki transitioned to racing full-size cars in the Sports Car Club of America (S.C.C.A.) at age fifteen. In 2015, Josh made his pro-racing debut in IMSA, and one year later marked new beginnings for Josh as he competed part-time in the NASCAR Xfinity Series. In 2017, Bilicki made his NASCAR Cup Series debut. In 2021, Bilicki will compete full-time in the NASCAR Cup Series, driving the #52 Ford Mustang for Rick Ware Racing.

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