



In-N-Out Burger Celebrates 75 Years with Drag Racing, Live Entertainment, Cookout Trucks, and Commemorative Items at the In-N-Out Burger Pomona Dragstrip

The Festival will feature live music through the decades, specialty treats, unlimited games and rides, exclusive 75th Anniversary merchandise, and a grand finale benefit concert

Irvine, CA (May 2023) – In-N-Out Burger® will celebrate its 75th Anniversary with an all-day family-friendly Festival for In-N-Out® Customers and Associates at the In-N-Out Burger Pomona Dragstrip on Sunday, October 22, 2023.

The Festival will feature exhilarating drag racing, a large-scale car show with hot rods and muscle cars, unlimited carnival games and rides, delicious food and drinks, multiple bands performing favorite hits through the decades, and In-N-Out Burger Cookout Trucks serving Double-Doubles® made fresh to order and served by friendly In-N-Out Associates. In-N-Out is partnering with NHRA to host elimination bracket racing with awards, as well as fun runs in celebration of drag racing's important place in the Company's history.

Guests are invited to discover past and present In-N-Out stories at the In-N-Out Burger history exhibit, and explore the In-N-Out Burger Company Store's exclusive collection showcasing 75th Anniversary Festival apparel and collectibles.

To upgrade the Festival experience, guests may purchase a \$75 ticket that will grant admission to the Slave 2 Nothing Foundation's "Rock 2 Freedom" Benefit Concert, featuring ZZ TOP and 311. In-N-Out Burger President/Owner Lynsi Snyder-Ellingson and In-N-Out family members' band .48 Special will perform to support programs that improve the lives of individuals and families affected by substance abuse.

The purchase of a Concert ticket grants access to the Concert portion of the event, and access to In-N-Out Burger's 75th Anniversary Festival areas. In-N-Out Burger is proud to underwrite all administrative costs of the Concert and the Slave 2 Nothing Foundation to ensure that 100% of every dollar raised at this Concert goes directly to organizations that are dedicated to fighting substance abuse in our communities.

“It is such an honor to celebrate 75 years of my family’s legacy but even more so our amazing Associates and loyal Customers. It is their love and support through the years that have made In-N-Out Burger what it is today,” said Lynsi Snyder-Ellingson, owner and president of In-N-Out Burger. “I can’t think of a better way to celebrate this occasion than hosting one of the biggest and best historical festivals complete with drag racing, music, and of course, delicious burgers, all while supporting the important cause of fighting addiction. This is an event worthy of 75 amazing years that you don’t want to miss.”

General admission to the Festival is \$25, \$15 for children ages 3 to 12-years-old, and free for children ages 2 and under.

Attendees also are invited to purchase a car show ticket to enter one vehicle into the car show, or purchase an elimination or fun run ticket to race their vehicle on the iconic dragstrip.

For ticket information, please visit ino75thfestival.com.

For event updates, follow In-N-Out on Instagram ([Instagram.com/innout](https://www.instagram.com/innout)), and visit in-n-out.com. Attendees are encouraged to use the hashtags #innout and #innout75thfestival to join the conversation on social media around this special celebration.

In-N-Out Burger was founded in 1948 by Harry and Esther Snyder and is still owned and operated by the Snyder family. The company has locations throughout California, Nevada, Arizona, Utah, Texas, Oregon and Colorado. For more information, please visit in-n-out.com.

The Slave 2 Nothing Foundation was founded in 2016 by Lynsi Snyder-Ellingson and Sean Ellingson with the mission to free people from being enslaved to any person or substance. A 501(c)(3) nonprofit organization, Slave 2 Nothing exists to create, educate and assist in solutions to eliminate human trafficking and help individuals and their families to experience complete freedom and healing from substance abuse.

ZZ TOP - “That Little Ol’ Band from Texas” has been at it for well over a half century, delivering rock, blues, and boogie on the road and in the studio to millions of devoted fans. With iconography as distinctive as their sound, ZZ TOP is virtually synonymous with beards, hot rod cars, spinning guitars, and that magic keychain, all of which transcend geography and language.

311 was formed in 1990 in Omaha, Nebraska by five friends: Nick Hexum (vocals/guitar), Tim Mahoney (guitar), SA Martinez (vocals/dj), Chad Sexton (drums) and P-Nut (bass). 33 years later, they’re still rocking together. Widely regarded as one of the most entertaining and dynamic live bands in the U.S., 311 mixes rock, rap, reggae, and funk into their own unique, hybrid sound. As veterans of 2,000 shows across 27 countries, 311 is one of the longest running original lineups in rock, alongside legends like U2 and Radiohead.

***Editors, Producers and Photographers Note: Advance credentials are required for all media to attend the In-N-Out 75th Anniversary Festival and/or Rock 2 Freedom Benefit Concert. Please visit ino75thfestival.com/media to learn about these requirements and apply. Media can download official photos at ino75thfestival.com/media.*



**ZZ TOP and 311 to perform at Slave 2 Nothing Foundation's
"Rock 2 Freedom" Benefit Concert**

In-N-Out Burger President/Owner Lynsi Snyder-Ellingson and In-N-Out family members' band .48 Special will perform to fight substance abuse

Irvine, CA (May 2023) – The Slave 2 Nothing Foundation is proud to present its third annual "Rock 2 Freedom" Benefit Concert featuring ZZ TOP and 311, on Sunday, October 22nd at the In-N-Out Burger Pomona Dragstrip as part of In-N-Out Burger's 75th Anniversary Festival. The Concert will benefit programs improving the lives of individuals and families affected by substance abuse.

In-N-Out Burger® President/Owner Lynsi Snyder-Ellingson and In-N-Out® family members' band .48 Special will perform to support the cause during National Substance Abuse Prevention Month.

In-N-Out Burger is proud to underwrite all administrative costs of this event and the Slave 2 Nothing Foundation to ensure that 100% of every dollar raised at this Concert goes directly to organizations that are dedicated to fighting substance abuse in our communities.

Doors open at 5:00 p.m. and Concert tickets are \$75. The purchase of a Concert ticket also grants access to In-N-Out Burger's 75th Anniversary Festival areas, including: drag races, a large-scale car show, live music through the decades, carnival rides and games, In-N-Out Burger Cookout Trucks, concessions, and more.

To register for the Rock 2 Freedom benefit concert, please visit ino75thfestival.com.

For anyone unable to attend, all donations are sincerely appreciated.

In 2023, the Slave 2 Nothing Foundation was able to award \$2.5 million dollars in funding to 117 dynamic nonprofit organizations in the seven states where In-N-Out Burger operates.

For event updates, follow the Slave 2 Nothing Foundation on Instagram ([instagram.com/slave2nothingfoundation](https://www.instagram.com/slave2nothingfoundation)), and visit slave2nothing.org. Concertgoers are encouraged to use the hashtags #slave2nothing and #rock2freedom to join the conversation on social media around this year's concert.

Addiction can hurt anyone, help us fight back!

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