

FOR IMMEDIATE RELEASE

February 8, 2021

WiLL Named Primary Sponsor for Josh Bilicki Racing for the Daytona 500*Wisconsin Lighting Lab joins forces with Wisconsin native as he takes on the historic track*

FOND DU LAC, Wis. – [Wisconsin Lighting Lab, Inc. \(WiLL\)](#), a leader in high-output LED lighting technology and professional-grade light poles, is proud to announce the company has again partnered with local racecar driver, Josh Bilicki, and will serve as the primary sponsor for Josh Bilicki Racing at NASCAR's Daytona 500. Running the #52 Ford Mustang, Bilicki is the only driver from Wisconsin competing in this year's Daytona 500, which will take place Sunday, February 14, 2021.

"The entire team at Wisconsin Lighting Lab is excited to partner with Josh again in 2021, and we can't wait to see him race at Daytona," said Adam Rupp, President at WiLL. "WiLL appreciates Josh's Wisconsin roots, which are very similar to our own, and we applaud his dedication to supporting businesses in his home state."

Bringing more than 17 years of racing experience, Bilicki is set to race as part of the NASCAR Cup Series full-time during the 2021 season. A Wisconsin native, Bilicki is proud to represent a wide range of Wisconsin sponsors, including WiLL, during one of the world's most iconic sporting events. WiLL previously served as Bilicki's primary sponsor during the 2020 Consumers Energy 400 NASCAR Cup Series race held at Michigan International Speedway last August.

The 2021 Daytona 500 will take place on Sunday, February 14 at 2:30 PM ET and air live on FOX. Visit [WiLLbrands.com](#) for more information about WiLL, its products and the customers served. To learn more about Josh Bilicki Racing and upcoming events, please visit [joshbilickiracing.com](#).

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About Wisconsin Lighting Lab, Inc.

With over 45 years of manufacturing experience, [Wisconsin Lighting Lab, Inc. \(WiLL\)](#) and its expert team work hard to deliver the industry's best mix of light pole and high-output LED lighting solutions. Through its growing catalog of brands and solutions, WiLL aims to make high-output easy by offering a complete product catalog, superior customer service and engineering support. Proudly based in Fond du Lac, Wisconsin, WiLL is committed to the made-in-the-USA mentality through a robust supply chain of Wisconsin-based vendors and fellow manufacturers, which help serve complex

Wisconsin Lighting Lab, Inc.308 N. Brooke Street
Fond du Lac, WI 54935

applications for the sports, commercial, industrial, municipal, architectural and high-end residential markets. To learn more, visit WillBrands.com.

Media Contact

Becca Schumacher

Marketing Manager

bschumacher@willbrands.com

920.517.2769

Wisconsin Lighting Lab, Inc.

308 N. Brooke Street
Fond du Lac, WI 54935