

FOR IMMEDIATE RELEASE

September 11, 2026

frik.io Joins Carson Ware and the No. 53 for the Food City 300 at Bristol Motor Speedway

frik.io will join Carson Ware and the No. 53 team for the Food City 300 at Bristol Motor Speedway on Friday, September 18, 2026. The race is scheduled for 7:30 p.m. ET and will air on The CW.

The 300-lap, 159.9-mile event brings frik.io to one of racing's most recognizable short tracks. The partnership places the frik.io brand on the No. 53 and connects the company's focus on speed, precision, and consistency with the demands of competition at Bristol.

frik.io helps creators, brands, and agencies create, schedule, and publish social content across multiple networks from one workspace. To mark the race, new eligible customers can use promo code NASCAR to receive their first three monthly billing cycles of the Creator plan free.

Race updates, campaign images, and future frik.io motorsports announcements will be published at <https://frik.io/nascar/>.

About frik.io

frik.io is a social media management platform that helps creators, brands, and agencies create once, plan with confidence, and publish across their social networks.