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JHE PRODUCTION GROUP LAUNCHES “BACKSTAGE ACCESS PASS” PROGRAM ON INSTAGRAM DURING DAYTONA SPEEDWEEKS

HARRISBURG, N.C. (Feb. 13, 2014) – [JHE Production Group Inc.](#) (JHE), an award-winning event experience company, launched a unique Instagram program Monday, Feb. 10 granting fans access to highly-anticipated, behind-the-scenes images.

Four employees are capturing moments from backstage at a variety of events leading up to the Daytona 500 using hashtag #JHESpeedWeeks. The images will include preparation at the company’s Harrisburg headquarters, on-site moments at Daytona International Speedway, inside access to special events both on and off the track, and more.



The employee who generates the most total likes during the two weeks, Feb. 10-24, will win bragging rights around the office and in the company’s newsletter.

The program is an opportunity for JHE to showcase its services which include live entertainment, experiential activation, special events and opening ceremonies. In addition, the competition is being utilized as a new platform to engage with fans and supporters of the brand in real-time on social media.

Follow JHE on [Instagram](#) to gain backstage access to JHE Speedweeks Feb. 10-24.



 **jheproduction**
22 hours ago · ♀ JHE Production Group
How do these logs play a part in #JHESpeedWeeks?
You'll find out on 2/22! #JHESpeedWeeks
#behindthescenes -AK

Follow



 **jheproduction**
20 hours ago
Tower to JHE, you're clear for take-off!
#LightTheFires&KickTheTires #JHESpeedWeeks
#Fleet #CK

Follow

Two images captured by JHE photographers to kick off the competition.

About JHE Production Group

Founded in 1987, JHE Production Group Inc. (JHE) is an award-winning event experience company specializing in live entertainment, experiential activation, special events and opening ceremonies. Serving a myriad of Fortune 500 and national sports marketing clients, JHE creates lasting memories through its unparalleled expertise with concerts, consumer engagement opportunities, meticulously planned and executed mobile tours, festivals, hospitality and more. Engage with JHE's authentic, in-house experts at www.gojhe.com and on [Facebook](#), [Twitter @JHEProduction](#) and [Instagram @JHEProduction](#).

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