



Brenda Jackson

January 3, 1954 - April 22, 2019

Brenda Jackson, a longtime employee at JR Motorsports and mother of Dale Earnhardt Jr. and Kelley Earnhardt Miller, passed away Monday following a battle with cancer. She was 65 years old.

Known for her wit, charisma and unparalleled ability to cut to the heart of any matter, Jackson became an instant favorite to her friends and colleagues at JR Motorsports when she joined the company as an accounting specialist in 2004. Her sarcastic musings and straightforward approach injected a brand of humor at JR Motorsports that became part of its fabric as it grew into a full-time NASCAR racing operation in 2006 and a championship-winning organization in 2014.

While Jackson's career at JR Motorsports spanned 15 years, her presence in racing covered a lifetime. She was one of two daughters and four children to legendary NASCAR fabricator Robert Gee, a Virginia native who built winning cars for many celebrated racers. One of those was Dale Earnhardt, whom Brenda married in 1972. The couple had two children – Kelley and Dale Jr. – before a separation and house fire in the latter part of the decade forced Brenda back home to Virginia to start over.

While there she found love again. She married Willie Jackson, a firefighter from Norfolk, in 1985. Following Willie's retirement in 2004, Brenda, Willie and

step-daughter Meredith returned to North Carolina to begin work at JR Motorsports with Dale Jr. and Kelley.

Along with her passions for gardening, fashion, cooking and home decorating, Brenda was especially devoted to her children and grandchildren. During Dale Jr.'s well-documented battle with concussions, she was a staunch supporter of his decision to retire from full-time racing. She also was a tireless supporter of The Dale Jr. Foundation and other charitable efforts.

Jackson was preceded in death by her parents, Hazel May Overton Clark and Robert Edward Gee, and her sister Sandra Gee.

She is survived by her husband of 33 years, William M. Jackson Jr.; her children Dale Earnhardt Jr. (wife Amy), Kelley Earnhardt Miller (husband L.W.), step-daughter Meredith Davis (husband Jonathan); her grandchildren Karsyn Elledge (18), Kennedy Elledge (13), Wyatt Miller (7), Callahan Davis (16), Claudia Davis (13), and Isla Rose Earnhardt (11 months); her brothers Robert Gee (wife Beverly) and Jimmy Gee; and her beloved Pekingese dog, Scully.

A private gathering for family and close friends only will be held on Monday, April 29 from 4:30-7:00 PM with a Celebration of life at 7:00 PM at the Heritage House of Cavin-Cook Funeral Home, Mooresville, NC.

Memorial contributions may be sent to Piedmont Animal Rescue, 228 E Waterlynn Rd, Mooresville, NC 28117 or Hospice & Palliative Care of Iredell County, 2347 Simonton Road, Statesville, NC 28625.

Cavin-Cook Funeral Home & Crematory, Mooresville, is serving the family of Mrs. Jackson. Condolences may be made to the family at www.cavin-cook.com.

Previous Events

Receiving Friends

APR 29. 4:30 PM - 7:00 PM (ET)

Heritage House at Cavin-Cook Funeral Home & Crematory
494 East Plaza Drive
Hwy 150
 Mooresville, NC 28115

Memorial Service

APR 29. 7:00 PM - 8:00 PM (ET)

Heritage House at Cavin-Cook Funeral Home & Crematory
494 East Plaza Drive
Hwy 150
 Mooresville, NC 28115

Tribute Wall



“ *Brenda Jackson*

February 14, 2021 at 11:24 AM



“ *Brenda Jackson*

February 14, 2021 at 11:04 AM



“ *Brenda Jackson*

February 14, 2021 at 11:03 AM



“ *Arrive in Style was purchased for the family of Brenda Jackson.*



April 29, 2019 at 02:14 PM



“ *Divine Peace Bouquet was purchased for the family of Brenda Jackson.*



April 29, 2019 at 02:09 PM

CT

“ To the family of Mrs.Brenda my heart goes out to you. Praying for peace and comfort in the days ahead.

chequita cherch taylor - April 29, 2019 at 01:47 PM

KR

“ You and your whole family are in my thoughts and prayers during this difficult time. Just know that she is looking over you as she always has and you will see her again. God bless you all.-Kim Robinson

Kim Robinson - April 29, 2019 at 11:57 AM

KB

My sincerest thoughts and prayers to the entire family.

Kathy Blake - April 29, 2019 at 01:30 PM



“ Serene Reflections Bouquet was purchased for the family of Brenda Jackson.



April 29, 2019 at 11:51 AM

WC

“ Warmest regards - Kyle,Bill,Lewis,Blaine& all CWA purchased the Rose Garden Heart for the family of Brenda Jackson.



Warmest regards - Kyle,Bill,Lewis,Blaine& all CWA - April 29, 2019 at 11:40 AM



“ Florist Choice Bouquet was purchased for the family of Brenda Jackson.



April 29, 2019 at 10:57 AM



“ Dear Lord bless Dale Jr, Kelley, Willie and their families today as they remember and celebrate Brenda's life. Give them peace, let them feel and know so many of us are keeping them in our hearts, thoughts and prayers. Amen
With deep sympathy,
Mary Graham #JrNation

Mary Graham - April 29, 2019 at 10:47 AM



“ Full Of Love Bouquet was purchased for the family of Brenda Jackson.



April 29, 2019 at 10:47 AM



“ Gracious Lavender Basket was purchased for the family of Brenda Jackson.



April 28, 2019 at 10:45 PM



“ *Cherished Memories was purchased for the family of Brenda Jackson.*



April 28, 2019 at 09:13 PM



“ *Serene Retreat was purchased for the family of Brenda Jackson.*



April 28, 2019 at 08:02 PM



“ *My deepest sympathies to Dale, Kelley, the entire family, and friends of Brenda. May God comfort you during this time and give you peace in knowing that she is with Him now and you will see her again one day.*

*Susan Brinkley-Clayton
Jr Nation*

Susan Brinkley-Clayton - April 28, 2019 at 05:50 PM



“ *Karen Steinke lit a candle in memory of Brenda Jackson*



Karen Steinke - April 28, 2019 at 05:47 PM

SD

“ To the Earnhardt, Gee and Jackson family, our condolences and prayers to all. She's in the hands of our Lord and out of pain. I'm sure her wit and charisma in heaven is going to inject a brand of humor too. Thank you Brenda for all you did for everyone!!

R.I.P. and God Speed, The Barnhardt Family, Sarasota, FL



Susan Barnhardt Dinse - April 28, 2019 at 05:18 PM

PR

To Dale & Kelly and the rest of her family, I AM so sorry I saw the love she had for her family she will be missed. Rest in peace ..

Patty radley - April 29, 2019 at 09:14 AM



“ Sweetest Sunrise Bouquet was purchased for the family of Brenda Jackson.



April 28, 2019 at 02:20 PM

CS

“ Charlene Stevens lit a candle in memory of Brenda Jackson



Charlene Stevens - April 28, 2019 at 02:10 PM

DM

“ Prayers and condolences to the Earnhardt, Gee and Jackson families, as you mourn the loss of Brenda. May God comfort all of you at this difficult time. May all the memories of her live on in your hearts until you meet again.
Debbie M from Colorado



Debbie M - April 27, 2019 at 03:28 PM

FW

Love and prayers to all the family members and friends of Brenda Jackson as she is laid to rest... God Bless you Dale Jr, nothing compares to the loss of a mother or father. My heart breaks for you as I have given up both of mine. ❤️

Flora West - April 28, 2019 at 07:37 PM



“ Beautiful Dreams was purchased for the family of Brenda Jackson.



April 27, 2019 at 10:41 AM



“ Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.



April 27, 2019 at 09:24 AM



“ To the Earnhardt, Gee & Jackson families...although I never had the privilege of meeting Miss Brenda in this life, I hope to meet her in the next. Sending lots of love from Holt, Mo., and keeping you all in my prayers! And thank you Miss Brenda, you were a wonderful Mom to Jr Nation; we love you and will miss you!



Marlo Sandridge - April 27, 2019 at 01:02 AM

EC

“ To the Earnhardt and Jackson Family, May God wrap his loving arms around you during this difficult time. Know that your Mom and is now pain free and looking down upon you with a smile. Love and prayers to you all.



Effie Coliukos - April 26, 2019 at 09:30 PM

KS

“ Kim Schmidt lit a candle in memory of Brenda Jackson



Kim Schmidt - April 26, 2019 at 07:07 PM

AW

“ To the Earnhardt and Jackson Families, So sorry for your loss. May God have his comforting and loving hands wrapped around you all during this time. Allen Wagoner



Allen Wagoner - April 26, 2019 at 03:06 PM

DD

“ Kelley, Dale Jr. & family,
So very sorry to learn of Brenda's passing. I know she was and always will be at the core of your being. Her signature smile subtly but strongly revealed her natural sweetness and kindness and gentleness. She always demonstrated a fierce love, devotion & loyalty to her family and friends. May her beautiful spirit and memory always shine vibrantly through Kelley and Dale Jr.

*In Deepest Sympathy,
Dave DeQuick*

Dave DeQuick - April 26, 2019 at 02:06 PM



“ Dreams From the Heart Bouquet was purchased for the family of Brenda Jackson.



April 26, 2019 at 12:31 PM



“ Lavender Reflections Spray was purchased for the family of Brenda Jackson.



April 26, 2019 at 12:00 PM

LS

“ Love, Tom and Sandi purchased the Peaceful White Lilies Basket for the family of Brenda Jackson.



Love, Tom and Sandi - April 26, 2019 at 11:58 AM



“ A New Sunrise Spray was purchased for the family of Brenda Jackson.



April 26, 2019 at 09:56 AM



“ Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.



April 26, 2019 at 09:13 AM



“ Tranquil Seas was purchased for the family of Brenda Jackson.



April 26, 2019 at 09:02 AM



“ *Loving Lilies and Roses Bouquet was purchased for the family of Brenda Jackson.*



April 26, 2019 at 06:47 AM



“ *Simply Chic Mixed Plant Basket was purchased for the family of Brenda Jackson.*



April 26, 2019 at 02:37 AM



“ *Kristi McLaughlin lit a candle in memory of Brenda Jackson*



Kristi McLaughlin - April 25, 2019 at 10:59 PM



My deepest condolences to all that knew and loved her. May she rest in peace.

Kristi McLaughlin - April 25, 2019 at 11:02 PM



“ *KELLY AND DALE JR AND FAMILY SO SORRY FOR THE LOSS OF YOUR MOTHER OUR THOUGHTS AND PRAYERS ARE WITH YOU HERE IN GA. GOD BLESS.*



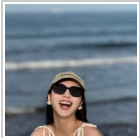
Kathy Thurman - April 25, 2019 at 10:00 PM

SB

“ *Sharon Barozzini lit a candle in memory of Brenda Jackson*



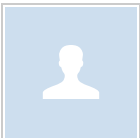
Sharon Barozzini - April 25, 2019 at 06:07 PM



“ *Our prayer are with you all in this time of heart break. Brenda was a very entertaining lady. May God's love shower you with peace of mind that she is in a much better place free of pain and suffering. She is with him and waits patiently until she is reunited with the ones she loves most.*
WD & Dee Bumgarner



Dee Bumgarner - April 25, 2019 at 06:04 PM



“ *Enchanted Cottage was purchased for the family of Brenda Jackson.*



April 25, 2019 at 05:58 PM

KM

“ *Kim & Wayne Miller purchased the Beautiful Heart Bouquet for the family of Brenda Jackson.*



Kim & Wayne Miller - April 25, 2019 at 05:53 PM



“ *Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.*



April 25, 2019 at 02:44 PM

MA

“ *Mr. and Mrs Andrew Campagnone and Alivia & Alexa purchased the Sentiments of Serenity Spray for the family of Brenda Jackson.*



Mr. and Mrs Andrew Campagnone and Alivia & Alexa - April 25, 2019 at 12:07 PM

BR

“ *BETTY RHODES lit a candle in memory of Brenda Jackson*



BETTY RHODES - April 25, 2019 at 11:55 AM

TB

“ Terry & Nancy Burdette lit a candle in memory of Brenda Jackson



Terry & Nancy Burdette - April 25, 2019 at 11:31 AM

GI

“ Greg and Jessica Ives purchased the Your Light Shines for the family of Brenda Jackson.



Greg and Jessica Ives - April 25, 2019 at 11:21 AM

TH

“ Tonya S Huff lit a candle in memory of Brenda Jackson



Tonya S Huff - April 25, 2019 at 10:39 AM



“ Country Basket Blooms was purchased for the family of Brenda Jackson.



April 25, 2019 at 10:09 AM



“ *Florist Choice Bouquet was purchased for the family of Brenda Jackson.*



April 25, 2019 at 09:43 AM



“ *Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.*



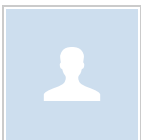
April 24, 2019 at 11:39 PM



“ *Elmo Cameron & Family. lit a candle in memory of Brenda Jackson*



Elmo Cameron & Family. - April 24, 2019 at 11:00 PM



“ *Majestic Heart was purchased for the family of Brenda Jackson.*



April 24, 2019 at 10:09 PM



“ *Country Basket Blooms was purchased for the family of Brenda Jackson.*



April 24, 2019 at 09:08 PM



“ *Love's Tapestry was purchased for the family of Brenda Jackson.*



April 24, 2019 at 09:06 PM



“ *Gracious Lavender Basket was purchased for the family of Brenda Jackson.*



April 24, 2019 at 09:01 PM



“ *Rainbow Reflections Basket was purchased for the family of Brenda Jackson.*



April 24, 2019 at 08:55 PM

WO

“ *My thoughts and prayers are with the family! She was a wonderful lady who will be missed*

Wisha owensby - April 24, 2019 at 08:50 PM



“ *Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.*



April 24, 2019 at 08:48 PM



“ *A New Sunrise Spray was purchased for the family of Brenda Jackson.*



April 24, 2019 at 08:42 PM

LH

“ *Sending Love and Prayers to all*



Linda Harrelson - April 24, 2019 at 07:27 PM



“ *Peaceful White Lilies Basket was purchased for the family of Brenda Jackson.*



April 24, 2019 at 06:40 PM



“ *Lily and Rose Tribute Spray was purchased for the family of Brenda Jackson.*



April 24, 2019 at 06:32 PM



“ *Beth & Tommy Baldwin purchased the Fairest of All for the family of Brenda Jackson.*



Beth & Tommy Baldwin - April 24, 2019 at 06:26 PM



“ *Your Friends at Wasserman purchased the Peaceful White Lilies Basket for the family of Brenda Jackson.*



Your Friends at Wasserman - April 24, 2019 at 05:14 PM

BF

“ *Bob, Rob & The Whisky Family purchased the Touching Tribute Spray for the family of Brenda Jackson.*



Bob, Rob & The Whisky Family - April 24, 2019 at 05:06 PM

SA

“ *Kelly and Dale, In my early years with racing associated through my daughter Lorrie an after she got out of racing I never had the opportunity to meet your Mother however all I heard about her was she was such a wonderful person. I am so glad that she and William came back into your lives when they moved to NC an she went to work at JR Motorsports an also was able to be closer to all of the grandchildren. May God be with you both and each family member along with her extended family at JR Motorsports. Cherish all of your memories an know that she will be your Guardian Angel watching over you each day.*

*Sandra Atkinson
Murrells Inlet, SC*

Sandra - April 24, 2019 at 03:40 PM

JB

“ *Willie so sorry to hear about Brenda always loved you both My deepest sympathy Jean Beck*

Jean Beck - April 24, 2019 at 03:38 PM

MS

“ Prayers for Dale Jr., Kelley, and the entire family. May God grant you peace during this difficult time.

Mike Sowers

Mike Sowers - April 24, 2019 at 11:47 AM



“ *Loving Lilies and Roses Bouquet* was purchased for the family of Brenda Jackson.



April 24, 2019 at 10:31 AM



“ *Arrive in Style* was purchased for the family of Brenda Jackson.



April 24, 2019 at 10:21 AM

GF

“ *GMS Racing and GMS Fabrication* purchased the *Enduring Grace* for the family of Brenda Jackson.



GMS Racing and GMS Fabrication - April 24, 2019 at 10:01 AM

LC

“ *Larry And Kari Closs lit a candle in memory of Brenda Jackson*



Larry and Kari Closs - April 24, 2019 at 09:35 AM

JM

“ *JRMAIR Jeff,Paul and Mike purchased the Simply Chic Mixed Plant Basket for the family of Brenda Jackson.*



JRMAIR Jeff,Paul and Mike - April 24, 2019 at 07:08 AM



“ *prayers with family and friends #rih*



Victoria James - April 24, 2019 at 12:26 AM



“ *Beautiful Whisper was purchased for the family of Brenda Jackson.*



April 23, 2019 at 05:10 PM

RT

“ *Russo's Tinting; Bob, Tina, Willie, Steve & Tyler purchased the Guiding Light Bouquet for the family of Brenda Jackson.*



Russo's Tinting; Bob, Tina, Willie, Steve & Tyler - April 23, 2019 at 04:53 PM



“ *Full Of Love Bouquet was purchased for the family of Brenda Jackson.*



April 23, 2019 at 04:38 PM



“ *Pink Tribute Spray was purchased for the family of Brenda Jackson.*



April 23, 2019 at 04:12 PM

JH

“ *Jeff & Donna Hollett lit a candle in memory of Brenda Jackson*



Jeff & Donna Hollett - April 23, 2019 at 02:24 PM

TN

“ *Though I never met this find Lady I have a lot of respect and appreciation for her life and her family. I am recently involved in a two week journal with a near death experience with my wife. Though I am in crisis currently I wanted you all to know that I am praying for each of you. May my God Bless and keep you.*

Tom Nixon - April 23, 2019 at 01:55 PM



Kelley and Dale jr. my taught and prayer are with y'all and your Family.

Ann Fore - April 23, 2019 at 03:55 PM