



1-800-BE-PETTY



For Immediate Release

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**Richard Petty Driving Experience and California Speedway embrace
the 'Responsibility Has Its Rewards' national traffic safety campaign
'Buckle Up, Every Trip, Every Time' message at the NASCAR NEXTEL Cup Series SONY HD 500 race**

Fontana, CA- California Office of Traffic Safety (CA OTS), California Highway Patrol (CHP), Richard Petty Driving Experience (RPDE) and California Speedway (CAS) are proud to join forces with The National Highway Traffic Safety Administration (NHTSA), The National Association for Stock Car Auto Racing (NASCAR), Techniques for Effective Alcohol Management Coalition (TEAM) and RADD: The Entertainment Industry's Voice For Road Safety on *Responsibility Has Its Rewards* (RHIR), a national traffic safety campaign.

The campaign engages sports figures, leagues, celebrities, dignitaries and fans to encourage and support road safety, reminding adults that *Fans Don't Let Fans Drive Drunk* and that families should *Buckle Up, Every Trip, Every Time*.

As part of the campaign's community engagement efforts in conjunction with this weekend's NASCAR NEXTEL Cup Series SONY HD 500 race, NASCAR fans that go to www.RHIR.org and pledge to *'Buckle Up, Every Trip, Every Time'* will be entered to win the thrill of a lifetime, being in a race car on the track at Richard Petty Driving Experience and a VIP package to a 2006 NASCAR race at California Speedway. The contest will raise awareness about the importance of seatbelt use and the lucky winner will be chosen on Tuesday, September 6th and will be posted on the website.

"The Office of Traffic Safety and Highway Patrol applaud the *'Responsibility Has Its Rewards'* campaign for encouraging safe driving and riding," says Christopher J. Murphy, Director, California Office of Traffic Safety, "Choosing to always wear a seat belt and never drive while intoxicated will add countless miles to your life."

"We are excited to partner with TEAM, RADD and NHTSA on this campaign, designed to raise awareness of two major safety issues - impaired driving and seatbelt use. Richard Petty Driving Experience provides the perfect venue for the campaign's messages and incentives, particularly for reaching young men, who make up the highest risk group for motor vehicle crashes," says Richard Petty Driving Experience representative, Chris McKee, "The collaboration of our staff, NASCAR driver hosts and fans with the celebrities and dignitaries that represent the campaign at Richard Petty Driving Experience is exciting to see."

In the last month, campaign activities at NASCAR events have also included taping a RHIR public service announcement with Roush Racing's #99 Carl Edwards and fans taping their own traffic safety messages at the Michigan International Speedway, a visit by US Department of Transportation Secretary Norman Mineta at Bristol Motor Speedway and RADD celebrity messenger and Hollywood Records recording artist Josh Kelley carrying the campaign message at the California Speedway, as he went through Richard Petty Driving Experience. Kelley will also sing the National Anthem at Sunday's NASCAR NEXTEL Cup Series SONY HD 500 race at California Speedway and represent the campaign message *Buckle Up, Every Trip, Every Time*, with the media.

"I don't know which is a bigger adrenaline rush, being in a race car at the California Speedway, or singing the National Anthem for 120,000 NASCAR fans!" says Josh Kelley. "I am just glad to do my part as a RADD celebrity messenger in spreading the traffic safety message."

Responsibility Has Its Rewards national partners also include Major League Baseball, Major League Soccer and the National Football League, the beer industry: *Anheuser-Busch, Miller Brewing Company, Coors Brewing Company* and concessionaires: *Aramark Corporation, Delaware North Companies* – *Sportservice*.

SATELLITE FEED: 1:30p – 1:45p (PACIFIC)
KU BAND SBS6 / transponder 5 full
Audio: 6.2 & 6.8, downlink frequency: 11823 horizontal
(VNR and photos also available at www.rhir.org, September 1 - 5)