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## **Media Advisory**

**The Department of Public Safety/Nevada Highway Patrol and Nicklin Motorsports are proud to announce a Community Safety Event and Meet and Greet with Teen Race Car Driver, Parker Nicklin, Saturday, September 15, 2012 from 11am to 3pm.**

"Texting While Driving is Dangerous, Just Let it Ring"

Fifteen year old race car driver Parker Nicklin unveiled his first full scale billboard in the UNLV parking lot in early August reminding students and passers by that texting while driving is dangerous and to "just let it ring!" The billboard slogan is proudly displayed with Parker in his fire suit, holding his helmet over the image of one of his race cars.

September has been declared distracted driving month by AT&T and Parker is co-sponsoring a cell phone safety event on Saturday, September 15, 2012 at the 7Hills Hand Car Wash from 11 a.m. to 3 p.m. There will be Nevada Highway Patrol cruisers, Nicklin Motorsports race cars on display, free "Just Let it Ring" t-shirts while they last for anyone willing to take the pledge to not text and drive. Safe Community Partnerships, Zero Fatalities and Findlay Toyota will also have informational booths at the event.

According to Parker "it doesn't take long at all to travel a few hundred yards while distracted, and in this short amount of time, something tragic may happen and cost yours or someone else's life." Parker's main goal is to reach thousands of people with his message starting with students this fall semester. To date his advertising has attracted the attention of several local businesses, law enforcement and high school athletic teams.

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Parker partnered with MADD (mothers against drunk drivers) and is donating a portion of all profits from <http://www.teamparkersstore.com> from "just let it ring" merchandise to the non-Administrative Services • Capitol Police • Criminal Justice Assistance • Emergency Management • Homeland Security Emergency Response Commission • State Fire Marshal • Investigations • Highway Patrol • Office of Traffic Safety • Parole and Probation Records and Technology • Board of Parole Commissioners • Training • Office of Professional Responsibility

profit and has sponsored advertising for a few local football teams. Parker resides in Henderson and is available for interviews. If you would like more information about this topic, or would like to schedule an interview with Parker, please contact Steve Nicklin at (702) 275-7300 or <http://www.boss@nicklinpm.com>.

You may locate information on Parker on his website at <http://www.nicklinmotorsports.com> or <http://www.teamparkerstore.com>. You may also view his You Tube public service video. Both sites provide Parker's background, as well as his many racing achievements.

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