



For Immediate Release:

## **Pole Position Raceway Holds DUI Public Service Message Event on St. Patrick's Day March 17**

***-Organizations Partner to Host Real-Time Experiment Showing Dangers of Drinking and Driving-***

**LAS VEGAS – (March 11, 2014) – [Pole Position Raceway](#)**, in partnership with the [Nevada Highway Patrol](#) (NHP) and [Sudden Impact Auto Body](#), will hold its DUI Public Service Message event 1 – 3 p.m. Monday, March 17th at the high-performance indoor kart track at Pole Position Raceway. Located across the street from the Palms Towers at 4175 S. Arville, the event is designed to graphically illustrate the effects of drinking and driving to bring awareness to the dangers behind mixing alcohol with operating machinery on the St. Patrick's Day holiday.

“This event is an important one for us as we strive to show the dangers and ramifications of drinking and getting behind the wheel,” said Brad Mark, C.O.O. of Pole Position Raceway. “Our goal is to bring awareness to this dangerous issue on a day where many people partake in St. Patrick's Day festivities, in partnership with other great organizations who are passionate, just as we are at Pole Position.”

The three organizations have teamed up to demonstrate the real-time journey of how alcohol impacts reaction time and impairs judgment. Angelique Gorges and Crystal Thurman have volunteered to serve as crash test dummies as they race during the special event. Beginning at 1 p.m., the women will drive intermittently as they consume alcohol between the seven to 10 minute races. Then, NHP will use a breathalyzer device to track blood alcohol content and lap times will be measured electronically with a high-tech timing and scoring system to show a direct correlation. The experiment will be held on a private closed course, separate from the public.

“Our passion to educate motorists on the risks of drunk driving and to better serve the Las Vegas community aligns with our mission to keep Nevada highways safe by reducing injuries and fatalities due to alcohol impairment,” said Jeremie Elliott, public information officer with NHP.

In addition, volunteers from Sudden Impact Auto Body, offering automotive and collision repair services in Southern Nevada, will join in on the message to create awareness by demonstrating

a vehicle after a severe collision, serving as visual aid of the dangers caused by alcohol-impaired driving.

"We are very proud to team up with these two organizations to bring awareness of the devastation and emptiness that results of drinking and driving. Being in an accident is one thing but being involved in a collision while under the influence is absolutely preventable. And we hope that this message will IMPACT individuals and make them think before getting behind the wheel intoxicated." Josh Govenor, Director of Public Relations, Sudden Impact Auto Body.

Pole Position Raceway is located at 4175 South Arville, Las Vegas, NV 89103. For more information, please call 702-227-7223 or visit [www.PolePositionRaceway.com](http://www.PolePositionRaceway.com). Follow Pole Position on [Facebook](#) and [Twitter](#).

**About Pole Position Raceway:**

Pole Position Raceway was created in September 2005 in Corona, California. The growth and expanding popularity of indoor karting, combined with first-class operations, have made Pole Position Raceway one of the fastest growing companies in the sport. Pole Position Raceway has two Las Vegas locations with a total of 11 locations nationwide and 3 more locations under construction.

**About Sudden Impact Auto Body:**

Sudden Impact Auto Body was established in 2002 as a small family business that has grown to be one of the best shops in the business! All of their staff is highly trained and skilled at what they do. From the office staffs customer service and organization skills to the technicians love for what they do and attention to detail. They are a family here to serve your family! The Sudden Impact Auto Body Family also strives to be a very active part of the community.

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