



Media Advisory

For Immediate Release
May 17, 2012

NISD Presents Fourth Annual Strive N Drive Car Giveaway, One Lucky NISD High School Student to Win New Car & Take Lap Around Track at TMS

WHO: 4,171 students from Northwest ISD's three high schools:

- 2,253 Northwest High School students
- 1,862 Byron Nelson High School students
- 56 James M. Steele Accelerated High School students

Other special guests include Eddie Gossage from Texas Motor Speedway and nationally recognized music performers Vocal Trash.

WHAT: One lucky Northwest ISD high school student will win keys to a new Chevrolet Camaro at the 2012 Strive N Drive Car Giveaway. Students and staff from NISD's three high schools will gather as special guest IndyCar Driver of the #27 Team GoDaddy.com Chevrolet, James Hinchcliffe, presents one Northwest ISD student a car from Moritz Chevrolet and 24 others a Dell Inspiron Laptop. Twenty-five names will be pulled from the hopper which contains all of the tickets that students earned throughout the year for academic success, good attendance and no tardies. The 25 selected students will be called to the Texas Motor Speedway track to select a car key. The student whose key unlocks the 2012 Chevy Camaro will win the free car, and will take a victory lap around the Texas Motor Speedway track. The other 24 students will receive a free Dell Inspiron Laptop. From the 237,811 tickets issued, 3,936 students have qualified for the drawing.

Special guests Vocal Trash, provided with the support of IESI, will serve as musical entertainment during the event.

WHEN: 10:30 a.m., Monday, May 21

WHERE: Texas Motor Speedway (3545 Lone Star Circle, Fort Worth, 76177)

WHY: The NISD Strive N Drive Car Giveaway is made possible through a cooperative relationship between Moritz Chevrolet, Dell, NISD and the NISD Partners in Education program. This is the fourth year for the student incentive program. Each six weeks, students have had the opportunity to earn tickets for academic success, perfect attendance and no tardies.

NOTE: Please contact Lesley Weaver at 817-215-0056, cell 817-846-0145, or Emily Conklin at 817-215-0169 if you plan to attend. Director of Communications Lesley Weaver will meet members of the media at Gate 5 at 10 a.m. to be escorted to the track. The program will not begin until all students and staff have been seated in the stands, which will be approximately 10:30 a.m.

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