



**Emergency Text Messaging Service Ready at PIR...**Phoenix International Raceway and parent company International Speedway Corporation (ISC) have partnered with InStadiumSolutions (ISS) to implement a text message-based communication system which is being used at all 12 major ISC motorsports facilities. The service debuted in May and will make its first appearance at PIR for the November NASCAR event weekend. Texting instructions will be placed prominently throughout Phoenix International Raceway via static signage and will be regularly broadcast through audio and video public announcements. The text messaging system allows fans to communicate directly with the racetrack's command post if assistance is needed in dealing with any special needs inside the facility. A successful test of the text messaging technology was conducted at Homestead-Miami Speedway during the 2008 Ford Championship Weekend, and the technology has been in place since the NASCAR Sprint Cup Series event weekend at Darlington this spring.

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**Miss Phoenix to Serve as Honorary Crew Member on Saturday...** Miss Phoenix 2009, Ursulline Okonkwo, will be introduced as the Honorary Crew Member at the driver/crew chief meeting prior to Saturday's Able Body Labor 200, and will be on the pre-race ceremonies stage to shake hands and greet each of the 's 43 starters. She will serve as an Honorary Crew Member for Baker Curb Racing. Okonkwo will make a lap around the track with the pole-sitting driver prior to the green flag, and sit atop the pit box during the race. Okonkwo, a Chandler resident for most of her life, is pursuing a degree in Global Leadership emphasizing in Financial Management at Arizona State University.

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**Leffler Ready for Silver Crown Race...**Jason Leffler, currently fourth in NASCAR Nationwide Series points, will be driving in both ends of the 34<sup>th</sup> Copper World Classic. He will pilot the #45 Western Speed/K & N Filters Racing Toyota in the 25-lap Midget race and follow by climbing behind the wheel of the #3 Great Clips/Team ASE Chevrolet for the 100-lap K & N Silver Crown race. Leffler, a six-time Silver Crown race winner and the 1998 Silver Crown Champion, last competed in the 2007 Copper World Classic, posting a 19<sup>th</sup> place finish after a wreck. That was in USAC's "new generation" pavement car, which is currently undergoing redesign. His last start in the "traditional" cars, which will be racing at PIR this year, was in 2005 at O'Reilly Raceway Park in Indianapolis, Ind. where he won the pole and finished second to Bobby East. The car he drives this year is owned by Bob East, Bobby's father. It will be Leffler's 50<sup>th</sup> career Silver Crown start.

**#3 Jason Leffler:** "I love everything about this track (Phoenix International Raceway). It's always been one of my favorite tracks. I used to come here as a kid with my dad and watch the Copper Classic and I just always felt really good and at home here. I have no dislikes. A lot of the success in these cars depends on the driver and I'm pretty excited about this race. I'm pretty confident after the testing I've done but I'm sure we'll all be trying to find a way to beat Bobby (East) since he was so fast here last year. (Can you take anything you learn from today and apply it to the Nationwide car?) Absolutely. The more laps you get on a race track in a weekend the more it helps, no matter what kind of vehicle you're in. You get to know the track conditions and the layout and mentally you're just warmed up, you've been in a race car, so that really helps. (What makes you return to this series (USAC) after running in the Nationwide Series?) I just love it. I love the history of it, especially the midget racing. It goes back to the '30s and there are so many great race car drivers that have come out of the series, both old and new. You have Jeff Gordon, Tony Stewart, Ryan Newman, and Kasey Kahne, and then in the old days you have A.J. Foyt and Parnelli Jones. So it's pretty cool."