

Childsplay's 2009-10 Season

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CHILDSPLAY MEDIA ADVISORY

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Childsplay Stars in Reality TV Show

Tempe, AZ – Childsplay, Arizona’s professional theatre company for young audiences, will be featured in an episode of *NASCAR Angels*, scheduled to air locally on Sunday, August 9, at 10:30 am on KTVK Channel 3. The half-hour television show, now in its third season, will air on 200 stations nationwide this weekend with a viewership exceeding one million people.

The organization recently received a free makeover of their 1997 Chevy Cavalier through NASCAR’s reality-based television show. Repairs were performed by Goodyear Gemini technicians at Purcell’s Western States Tire in Mesa. Additionally, one of the organization’s vans, a 2007 Dodge 3500, received free lifetime maintenance and also was “wrapped” with Childsplay’s colorful logo by FastSigns.

NASCAR legend Rusty Wallace and NASCAR.com’s Shannon Wiseman, co-hosts of *NASCAR Angels*, were on hand for the unveiling of the vehicles.

"Helping Childsplay brings great honor to Purcell Tire" said Bob Purcell, owner of Purcell Tire. "We are a family-owned business and have been taking care of the tire and service needs of families for more than 70 years. To be able to help an organization that reaches so many thousands of families each year through education and entertainment complements the core values of our business. Customer trust and confidence is first and foremost in everything we do; we share these values with the great people at Childsplay. To assist them in their mission is a privilege."

“Childsplay has been giving back to the children of Arizona for 32 years,” said David Saar, founder and artistic director. “This gift of free repair came as a wonderful surprise and much-needed gift to our organization. The promotional opportunity through our van wrap is extraordinary. We are most grateful to *NASCAR Angels* for this experience.”

NASCAR Angels, NASCAR’s first nationally-syndicated television show, is currently in its third season of production. Hosted by former NASCAR Sprint Cup Champion and current ABC/ESPN broadcaster Rusty Wallace and Shannon Wiseman, *NASCAR Angels* gives deserving individuals a transportation fix, and also features a “Heart of NASCAR” segment, profiling NASCAR drivers and personalities’ charity initiatives. *NASCAR Angels* reaches 95% of the

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nation's viewing audience. The weekly, half-hour program airs during weekends on over 200 local broadcast stations, reaching more than 95 million homes. Using the automotive products of NASCAR Performance partners, Goodyear Gemini technicians work to complete repairs and educate viewers on the importance of regular vehicle maintenance. *NASCAR Angels* is produced in partnership by NASCAR and MagicDust Television and is distributed nationally by Litton Entertainment. In addition to presenting sponsor Goodyear Gemini, the show's sponsor lineup includes US Fidelis and Exide Technologies.

Childsplay, Inc. is a nonprofit theatre company of professional, adult artists who perform for and teach young audiences and their families. The mission of Childsplay is "to create theatre so strikingly original in form, content or both, that it instills in young people an enduring awe, love and respect for the medium, thus preserving imagination and wonder, the hallmarks of childhood which are keys to the future." For information on Childsplay performances, classes or educational presentations please call 480-921-5700 or visit our website at www.childsplayaz.org.

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