

SAFE DRIVING

Students win contest

Findlay Automotive presents cash award to teen video team

BY GUY TO SWAN

If production studios are interested in future employees, they need look no further than five talented students at Northwest Career and Technical Academy for talent.

The teenagers are team lead, Travis Fleisher and teammates Sandra Pena, Garrett Hunt, Erick Rodriguez and Chase Thelen, who combined their creativity to capture first place in the inaugural Findlay Automotive/Cox Communications Drive Cox Safe Driving Campaign.

The group was presented at Findlay Honda Northwest, where the team and the school received checks for \$3,000 each.

The initiative required local teams aged 13-19 to create a 30-second public service announcement about the dangers of distracted driving. With cellphone usage combined with texting, distracted driving is a huge concern.

Created, directed and produced in record time, the students addressed the cause as a behind-the-scenes education safety video, to gain first place.

In fact, Fleisher wasn't even 16 years old when he and his classmates decided to produce the PSA. Using the theme "Don't Die to Send a Text," the student generated a top-rated PSA. To borrow a line from the music industry, the message is



Sponsor and winners of the inaugural Findlay Automotive/Cox Communications 'Choose to Drive Cox Safe Driving Campaign' are, from left, Cox Communications Community Relations Manager Tamar Hoagbl; Northwest Career and Technical Academy students Garrett Hunt, Sandra Pena, Chase Thelen, team leader Travis Fleisher and Erick Rodriguez; and Findlay Automotive Group CFO Tyler Corbett.

revised the PSA in four days, said Fleisher, a 16-year-old who will enter his junior year at the school in the northwest valley. "When we learned of the contest, we were all in video production class, so we decided to enter."

"We're just going to make short movies and enter more contests," Fleisher said. "This is a huge deal for me and my entire team."

According to studies, an estimated 666,000 drivers in the United States use cellphones while driving. In many cases, texting, making phone calls or sending emails have resulted in serious — and sometimes dead-

Towbin Dodge to host pet adoptions

BY GUY TO SWAN

Towbin Dodge will hold an annual adoption drive in partnership with the Animal Foundation from 11 a.m. to 2 p.m. July 12.

Part of the Towbin Automotive family, Towbin Dodge at 375 Andy Mill Drive in Henderson will lend its showroom to play host to a variety of dogs from the Last Shelter in need of a forever home.

Jason "Clay" Towbin, co-owner of Towbin Dodge, will co-sponsor the adoptions by paying for a portion of each adoption fee from the day's event. The Last Shelter is operated by the Animal Foundation and is the largest open-admission animal shelter in Nevada.

"The Animal Foundation is a charity that is very real and close to my family's heart," Towbin said. "We are excited to host the Animal Foundation dogs in need, and hope we can help find loving homes for them."

Founded in 1978, the Animal Foundation originally began as a low-cost spay and neuter shelter. Since then, the foundation has grown into a stray animal refuge, and manages the Last

July 4, 2014



COURTESY PHOTO

Gaudin Ford will offer the 2015 Ford Edge model early next year.

Gaudin Ford takes orders for the new Edge model

SPECIAL TO DRIVE

An all-new 2015 Ford Edge model arrives in North America early next year as a showcase of smart technology from Ford.

The new Edge has been transformed from wheels to roof. Based on Ford's successful global midsize vehicle architecture, which also underpins the Ford Fusion sedan in the North America market, Edge has been reshaped to be more visually athletic, retooled to meet higher quality expectations around the world and re-engineered with more advanced technologies to make driving more rewarding.

"Great product development is driven by innovation," said Mark Fields, Ford Motor Co.'s incoming president and CEO. "At Ford, our job is to understand how global consumers are changing, anticipate their needs, and ultimately deliver the great products they want. This new Edge is an excellent example of Ford at its best."

Edge, launched in 2006 in North America, delivered better on-road comfort, fuel efficiency and overall driving dynamics than traditional, truck-based sport utility vehicles. Strong sales

to help drivers see better in certain instances, an enhanced active park assist system to enable perpendicular and parallel parking in tight quarters, and an advanced adaptive steering system to make Edge easier to maneuver. A premium-level Titanium series will also be available.

Edge will come standard with a 2.0-liter EcoBoost engine, tuned to deliver a balance of fuel economy and performance. A normally aspirated, 3.5-liter V-6 engine will also be available. A unique Sport model will feature Ford's most advanced EcoBoost yet — a 2.7-liter V-6, along with standard 21-inch wheels.

Smart technology is available on Edge to boost efficiency. Auto Start-Stop can improve fuel economy by turning off the engine when it is not needed, such as when the vehicle is stopped at a traffic light. Edge also features smart air inlets at the front that can direct air along the vehicle sides, creating an "air curtain," to enable greater aerodynamic efficiency at high speeds.

Other technology features include Ford's hands-free liftgate, SYNC with MyFord Touch, adaptive cruise control and inflatable rear safety belts. A heat-

PETS: Dealership to pay portion of shelter's adoption fees

CONTINUED FROM PAGE 1E

Towbin Dodge will hold an animal adoption drive in partnership with the Animal Foundation from 11 a.m. to 2 p.m. July 12.

Part of the Towbin Automotive family, Towbin Dodge at 275 Auto Mall Drive in Henderson will lend its showroom for the Lied Shelter event.

Joshua "Chop" Towbin, co-owner of Towbin Dodge, will co-sponsor the

adoptions by paying for a portion of each adoption fee from the day's event. The Lied Shelter is operated by the Animal Foundation and is the largest open-admission animal shelter in Nevada.

"The Animal Foundation is a charity that is very near and dear to my family's heart," Towbin said. "We are excited to host the Animal Foundation dogs in need, and hope we can help find loving homes for them."

STUDENTS: PSA warns kids of dangers of driving while texting

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Pena, Garrett Hunt, Erick Rodriguez and Chase Thelen, who combined their creativity to capture first place in the inaugural Findlay Automotive/Cox Communications iChoose to Drive Cox Safe Driving Campaign.

The award was presented at Findlay Honda Northwest, where the team and the school received checks for \$1,000 each.

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