



## **NEWS**

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### **NASCAR DRIVER PAULIE HARRAKA UNVEILS CHILDHHELP HELMET**

*Helmet designed by Childhelp's children to be auctioned to raise funds*

WASHINGTON, DC (April 14, 2010) – Last year, NASCAR driver Paulie Harraka pledged to do anything possible to use his racing activities to benefit abused, neglected and at-risk children. That pledge began to take shape when Harraka began his partnership with Childhelp, a national nonprofit that exists to meet the physical, emotional, educational, and spiritual needs of abused, neglected and at-risk children. They focus their efforts on advocacy, prevention, treatment and community outreach.

To date, the partnership between Harraka and Childhelp has included monetary fundraising through auction donations, as well as featuring Childhelp's 1-800-4-A-CHILD hotline on the rear deck lid of Harraka's #12 NAPA Gold Filters Toyota Camry.

Announced during National Child Abuse Prevention Month, Harraka unveiled the centerpiece of his plan to increase awareness of child abuse: a Childhelp themed helmet. The Simpson helmet features a collage of drawings submitted by children at Childhelp's Residential Villages across the back. It also includes the Childhelp logo on both sides and front, and was painted by IndocilArt of South Carolina.

“Of all pieces of equipment, the helmet is the one most cherished by the driver, and the look of my helmet is my greatest means of personal expression. Because of that, it was obvious that I wanted my helmet to represent Childhelp,” said Harraka. “It’s a great way to involve the kids in my racing activities. They can identify their drawings and know that they are a part of every race we’re in. Further, it’s cool for me to know that I’m carrying a little bit of them along with me each time I put my helmet on.”

Harraka will wear the helmet in all of his remaining races in the 2010 NASCAR K&N Pro Series West. The helmet will be auction in January of 2011 at the Childhelp Drive the Dream Gala in Scottsdale, AZ.

## About Childhelp

In 2009, Childhelp commemorates 50 years of bringing the light of hope and healing into the lives of countless children. CEO and Co-Founder Sara O'Meara and President and Co-Founder Yvonne Fedderson started Childhelp in 1959, establishing it as a leading national non-profit organization dedicated to helping victims of child abuse and neglect and at-risk children. Childhelp's approach focuses on advocacy, prevention, treatment and community outreach.

For more information about Childhelp and to learn how to get involved, please call 480-922-8212 or visit [www.childhelp.org](http://www.childhelp.org).

## About Paulie Harraka

Paulie Harraka is a NASCAR Driver and Duke University Sophomore. Harraka opened the NASCAR K&N Pro Series West with a win, and is looking to win the championship this season. For more information about Paulie Harraka, please visit [www.PaulieHarraka.net](http://www.PaulieHarraka.net). Follow Paulie on twitter at "PaulieHarraka."

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