

Cobb Gambles with Better Odds in Las Vegas
JJCR Enters the NASCAR Camping World Truck Series Smith's 350
at Las Vegas Motor Speedway this Saturday with New Sponsor

Las Vegas, NV -- October 11, 2011 - Jennifer Jo Cobb and her JJCR team continue to persevere through the many setbacks that 2011 has brought them. This past weekend's woes at the Kansas Speedway brought the team just to the brink of shutting down. After failing to qualify for the race in her Mark One Dodge Challenger by just 2/10ths of a second, the team immediately went into crisis mode inside her hauler while designated hosts entertained the numerous sponsors and guests on hand that day.

"People don't realize what goes on behind the scenes in taking care of a sponsor and I was devastated to let so many of my supporters down," said Cobb. "Everyone involved was so gracious and understanding and for that, I am most appreciative." The Mark One Dodge had an incident in first practice where the brake line sparked on a battery cable and fixing the issue cost the team much needed time to dial the car in. When second practice resumed, a faulty gear locker was discovered which took all but a few practice laps away from the Kansas City, Kansas native. Cobb states, "If it could have gone wrong, it did. We even had two crew members hurt, with one ending up in the hospital and the other with stitches - and this happened after our car was out of contention."

With such devastation abound, missing the race and the financial payout from NASCAR was the final blow for the team. "I am a professional speaker and I whole heartedly believe in perseverance but my perseverance had run completely dry on Saturday." That is where the story begins to turn around.

Famed Las Vegas Attorney, Glen Lerner, wanted to enter the NASCAR arena and felt Cobb and her team were the perfect match. "It is an honor to represent Glen Lerner and his elite team of attorneys," Cobb says. "It is a boost for our team and an opportunity to introduce another new sponsor to our sport. And with Glen's slogan: 'In a wreck, need a check?' he says he would like us to have a great finish, but a wreck would also get him a lot of publicity! This is going to be a fun weekend."

Cobb is the highest finishing female in any NASCAR Camping World Truck Series event, with a 6th place posting at Daytona earlier this year and she is the highest finishing female driver in any of NASCAR's points standings since 1949.

For more information on Jennifer Jo Cobb, www.CobbRacingTeam.com. For more information on Glen Lerner, www.GlenLerner.com.

Contact:
Barb Olson-Prezgay
On Target Media
(702) 327-4656
vegasadgal@aol.com