



# DRIVEN 2 HONOR

Honoring America's Military Women

Press Release

April 24, 2012

## ***Jennifer Jo Cobb Launches PSA for Driven2Honor Spots to Air on Public Broadcasting Stations Across the Nation***

**Mooreville, N.C. (April 24, 2012)** - Jennifer Jo Cobb, driver of the No. 10 Jennifer Jo Cobb Racing Dodge Ram in the NASCAR Camping World Truck Series (NCWTS), is proud to take another step forward with her Driven2Honor program. Cobb has created a PSA for the program and is launching the announcement this week. The PSA will air on public broadcasting stations across the nation.

The Driven2Honor program, which Cobb created in 2011, aims to accomplish three goals: to honor women in the U.S. Military, to inspire young women that the military is a viable option for their future and to empower female veterans post-duty.

"I'm so grateful to our race team's partner, Network West Virginia, for making our Driven2Honor PSA possible," Cobb said. "This is a huge step. We want to honor and reward our female soldiers for their service to our country, as well as assist female veterans who are struggling post-duty. This announcement will help spread the word. Our PSA will hopefully get more female soldiers, and their friends and families, involved with our initiative. We also hope that the PSA will drive everyone to our website ([www.Driven2Honor.org](http://www.Driven2Honor.org)) and educate them on some of the issues that female members of our military face and the different ways that we can support them."

As a female athlete in a male-dominated sport, Cobb developed Driven2Honor after realizing the similarities between the obstacles that she and female soldiers face in their professions. Cobb decided to use her racing platform to bring attention to military-related causes concerning female soldiers and reward soldiers for their service by hosting them as guests at the track each week she competes in a NCWTS event.

### **NEXT RACE:**

NC Education Lottery 200  
Charlotte Motor Speedway  
Friday, May 18, 8:00 pm ET

### **MEDIA TOOLS:**

[HI-RES PHOTOS](#): Jennifer Jo Cobb headshots/car shots

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"It's our honor to host female soldiers and their guests at the race track," Cobb said. "We owe them a debt of gratitude for their service and bringing them to a race is a small token of our appreciation. We roll out the red carpet for them. From start to finish, they get to see all of the behind-the-scenes action as it develops. They get to tour our hauler, walk with our crew as they take the truck through inspection, have lunch with our team and watch the race from our pit stall while listening to the action on a team radio. Female soldiers can nominate themselves for this experience or friends and family members can nominate someone that they feel deserves the honor. We want the PSA to let everyone know that this is available to them and how they can take advantage of it."

Cobb is excited to see the program's growth over the past year and hopes that the PSA will take the program to new heights.

"I've always wanted to use my race program for more than just competing on the track. I want it to make a difference in others' lives," Cobb said. "The Driven2Honor program has allowed me to do that. I'm very proud of what it's accomplished and I hope that it continues to grow."

For more information on the Driven2Honor program and to view the PSA, log onto [www.Driven2Honor.org](http://www.Driven2Honor.org).

#### **About Jennifer Jo Cobb:**

Jennifer Jo Cobb is a NASCAR Nationwide Series, NASCAR Camping World Truck Series and ARCA Racing Series driver, as well as a national spokesperson, public speaker and television personality.

In 2010, Cobb made racing history. Her 17th place finish in the Camping World Truck Series standings was the highest among females in one of NASCAR's national touring series since 1949.

Jennifer is working to secure sponsorship for 2012. Between race events, Jennifer does appearances for her sponsors, is a public speaker and runs her businesses.

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