



VEACH TO HEADLINE SECOND ANNUAL ANTI-BULLYING NO BULL CHALLENGE

The No BULL Teen Video Awards Will Move to Los Angeles in 2013

SAN FRANCISCO, CA (Oct. 2, 2012) – The Great American NO BULL Challenge today announced the second annual NO BULL Challenge and Teen Video Awards as the world turns its attention to National Bullying Prevention Month. The 2013 event is set to take place in the summer of



2013 in Los Angeles and returns teen spokespeople: racecar driver Zach Veach, author Zoe Oz, and advocates Paige Logan and Nicole Edgington.

“I’m really excited to again be part of the No BULL challenge,” said Veach, who has two remaining Star Mazda race events in his No. 77 K12 Mazda at Road Atlanta this month before closing out the 2012

racing season. “We had a really great first year and had a ton of really awesome entries. As I kid who was bullied myself, this cause is really personal for me and anything I can do to help stop this from happening to other kids I will work tirelessly towards.”

The inaugural No BULL Teen Video Awards were held in July 2012 in San Francisco and included Hollywood celebrities, athletes, and musicians among them, singer/songwriter Sean Kingston. The event also spawned a spoof on Comedy Central’s Emmy-award winning animated sitcom, South Park.

For Veach, being a part of the campaign is a natural one. Between the sixth and eighth grade, Veach was bullied for essentially pursuing the non-traditional sport of autoracing. With the advice from his family and his teachers, he used the negativity as motivation to work that much harder towards his dream of being a professional racing driver. Today, he is well on his way to becoming one of the youngest ever to attempt to qualify for the Indianapolis 500 and a thriving

student at Ohio Virtual Academy, an online learning program, managed by K12, Inc., offering students the guidance, flexibility and personalized education plan they need to be successful.

“I believe that bullies try and force kids to be something they just aren’t,” continued Veach, who now races for one of the most famous names in professional autoracing, Andretti. “No matter what you want to do in life, how big or small, never let someone stand in your way and tell you, you can’t do it or you’re not good enough.”

As part of Veach’s involvement in the campaign, he is encouraging teens and preteens to enter the No BULL competition by creating 2-5 minute videos, or, 30-60 second PSAs, with a message of digital responsibility and/or anti-bullying.

“We have found that the level of teen engagement and the promotion of a positive school climate are elevated when lessons come from other teens,” said Shawn Edgington, cyber safety expert, best selling author, and founder of the NO BULL Challenge. “Change makers affecting millions, is the goal of NO BULL.”

Videos may be submitted this December 2012. For more information, please visit www.ZachVeach.com or www.nobullchallenge.org.

About Great American NO BULL Challenge and NO BULL Teen Video Awards:

The NO BULL Challenge and NO BULL Teen Video Awards promote social responsibility, a positive school climate and social action using the power of music and film. The campaign’s national partners include, National Organization for Youth Safety, iSafe, FCCLA, 4-H, Bully The Movie and The Bully Project, HealthCorps, Project Change, Business Professionals of America, SADD, The California Endowment, among others. For more information, please visit www.nobullchallenge.org.

About Zach Veach:

Zach “Ziggy” Veach is a 17-year-old autoracing driver who competes in INDYCAR’s ‘Mazda Road to Indy’ Star Mazda Championship Series, an important open-wheel stepping-stone to a career in the IZOD IndyCar Series and Indianapolis 500. In 2012, Veach captured the Formula Car Challenge Winter Series Championship and in 2011, he secured the USF2000 Cooper Tires Winterfest Championship and was voted the “Most Popular Driver in USF2000”. Named by ESPN The Magazine as a NEXT athlete in motorsports, Veach keeps an active pace both on and off the race track. In 2010, Michael Andretti signed Veach to his team, Andretti Autosport, while also being named one of CNN’s “Intriguing People” and being nominated for the Sports Illustrated “Sports Kid of the Year” award. In addition to his racing, Veach is an advocate for

safer driving as the national spokesperson for FocusDriven, an advocacy group for victims of motor vehicle crashes involving drivers using their cell phones and has campaigned for Oprah Winfrey's "No Phone Zone." Veach designed a phone application through his phone-app building company, ZaAPP, releasing urTXT, in the Marketplace for Android to help consumers avoid dangerous text messaging while driving. Like most of his peers, Veach was bullied as a kid and works to combat the growing epidemic as part of the Cyber Safety Academy's "No BULL Challenge" as a key ambassador. Veach has been a guest or profiled on a variety of national platforms including NBC's The Today Show, CNN's Headline News, ABCNews.com, Oprah Radio's The Gayle King Show, The Los Angeles Times, AOL.com and is a blogger for RACER magazine and The Huffington Post. The son of a national truck and tractor-pulling champion, Veach is sponsored by K12, Zakosi Data Backup, the Young Marines youth organization, Replay XD, Arai Helmets, OMP, ADS IT Solutions, and artrotondo.com. He enters his senior year of high school this fall and released his first book, 99 THINGS TEENS WISH THEY KNEW BEFORE TURNING 16, in 2011. For more information, please visit www.ZachVeach.com.

About Andretti Autosport:

Based in Indianapolis and led by racing legend Michael Andretti, Andretti Autosport fields multiple entries in the IZOD IndyCar Series. Andretti Autosport competes in Firestone Indy Lights, the Star Mazda Championship and in the USF2000 National Championship. The company boasts three IZOD IndyCar Series championships (2004, 2005 and 2007), two Firestone Indy Lights titles (2008 and 2009), one USF2000 championship (2010) and has won the Indianapolis 500 twice (2005 and 2007). For more information, please visit www.AndrettiAutosport.com.

About the Star Mazda Championship Series:

The Star Mazda Championship presented by Goodyear is a major part of the "Mazda Road to Indy". The 2012 schedule consists of 17 races on 10 weekends, most with IndyCar. Rising stars from around the world have competed on road courses, street circuits and ovals in front of more than a million fans as they battle for prizes valued at \$1.5 million, including a scholarship to move up and race in the 2013 Firestone Indy Lights series. The Star Mazda Championship features standing starts, wheel-to-wheel racing at 160 mph and budgets a fraction of other top open-wheel ladder series. Drivers 16 and older are welcome to compete. For more information on the Star Mazda Championship and its drivers, as well as the Mazda Motorsports ladder system, please visit www.StarMazda.com.

NOTE TO THE MEDIA: Zach Veach is represented by BRANDED Management. For more information on Zach, contact Klint Briney at klint@brandedmgmt.com or 305.915.7652.