

VEACH ADDS 500 SIGNATURES TO OPRAH'S NO PHONE ZONE CAMPAIGN WHILE PRESENTING AT TEXx CONFERENCE AT MICROSOFT

*Racer Zach Veach presented with other notable kids including
Jordan Romero, the youngest to climb Mt. Everest and Olivia Bouler, AOL Artist raising funds for the gulf*

Redmond, WA. (Sept. 20, 2010) –Andretti Autosport USF2000 National Championship race car driver Zach Veach, 15, presented a message on moving forward and encouraged attendees of this past weekend's TEDx conference to join him to put an end to distracted driving. Veach left the conference with over 500 new supporters of Oprah Winfrey's "No Phone Zone," including other "Amazing Kids" who were also presenting at the prestigious conference.

"The response to my message was incredible," said Veach, who was named earlier this month as a semi-finalist for *Sports Illustrated* SportsKID of the Year award. "When I was on stage talking about my racing career and the importance of taking a stand to save life's, I found that I had grown as a person because students my age had really connected with the message. I'm so humbled everyone at the TEDx conference pledged to join me in the fight to put an end to this distracted driving epidemic. Whether they can drive or not, they can take the message back to their communities and also keep an eye on their parents. This is just one more step towards our goal of passing laws in each state to ban texting and driving."

Organized by kids, for kids, TEDxRedmond, was held at Microsoft's headquarters in Redmond, Wa. The event featured six "TED Talks," one of which was given by 12-year-old Adora Svitak, who organized TEDxRedmond.

While all of the "Amazing Kid" presenters, nearly 20 of them were remarkably under the age of 16; their names were all too familiar. Combined, the speakers have been featured in a wealth of national media, including *The Oprah Winfrey Show*, *The Gayle King Show*, *CNN*, *Good Morning America*, *The Today Show*, *Larry King Live*, *The CBS Evening News with Katie Couric*, *Forbes Magazine*, *Parade Magazine*, and *People Magazine*.

In addition to Veach, 14-year-old mountaineer and the youngest to ever climb Mt. Everest, Jordan Romero, 11-year-old AOL artist and environmental activist, Olivia Bouler, 14-year-old award-winning youth entrepreneur, Jason O'Neil, and movie critic, Perry Chen, 10, headlined the event before an audience of nearly 600 people.

After the conference, Veach traveled overnight to Washington, DC., on Sept. 19 to attend the annual national Distracted Driving Conference and participate with the Teen Distracted Driving Prevention Leadership team which began Monday. For more on Zach Veach, please visit, www.zachveach.com.

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About TEDxRedmond:

TEDxRedmond is an independently organized TED-like event, made to inspire the new generation to do great things, organized by 12-year-old internationally published author and child prodigy Adora Svitak. Live speakers mix with previously recorded TED talks to create an educational environment for spreading ideas and motivation. This is the perfect opportunity to spread creative, fresh ideas to the entire world. For more information, please visit TEDxRedmond Conference online at, <http://www.tedxredmond.com/>.

About TED:

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities. Follow TED on Twitter at twitter.com/TEDTalks, or on Facebook at facebook.com/TED. TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 21-25, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California. For more information, please visit TED Conference online at, www.TED.com.