



IMMEDIATE RELEASE

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URBAN RADIO STATION CONTINUES NASCAR DIVERSITY CAMPAIGN

Washington's WHUR 96.3 FM Takes Listeners to the Races for NASCAR Nextel Cup

Washington, D.C. (July 19, 2007) – Forty lucky listeners to Howard University's WHUR 96.3 FM are off to the NASCAR 500 Nextel Cup in Pocono, Pennsylvania on Sunday, August 5 as part of the station's diversity initiative with NASCAR, Joe Gibbs Racing, and Pocono International Raceway to introduce more minorities to the world of racing.

The station recently launched an on-air campaign, encouraging listeners to e-mail or fax in "five fast reasons" detailing why they would like to attend the NASCAR Pennsylvania 500 Nextel Cup. Winners will be announced Saturday, July 21st on WHUR's popular "Time Tunnel" program hosted by Carroll "Mr. C" Hynson.

WHUR has become an active part of a nationwide program to increase minority participation in the United States' largest spectator sport. The partnership has included an extensive on-air campaign with interviews of NASCAR drivers and a trip in [June 2006](#) to Pocono Raceway for more than three-dozen WHUR listeners. For most, it was their first NASCAR experience.

The radio station was also the primary sponsor of car #92 driven by 17-year-old Joe Gibbs Development Driver Marc Davis for the June 2 [NASCAR Busch East Series](#) Race in South Boston, Virginia. Additionally, the radio station will sponsor Marc at Dover International Speedway in Dover, Delaware on Friday, September 21st.

"What we have learned over the past year is that NASCAR has rolled out the welcome mat to usher in a new segment of fans and drivers. We are answering that call by helping to spread the word about the sheer fun, excitement, and more importantly opportunities waiting for African-Americans with NASCAR," said Jim Watkins, WHUR's General Manager and racing fan.

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NASCAR's initiative, the Drive for Diversity Program, helps give female and minority drivers a chance to get sponsored by established racing teams. Eight drivers and 12 crewmembers are chosen to receive help from the program for a year. Marc graduated the program last year and is now in his 2nd year of a six-year deal with Joe Gibbs Racing.

About WHUR

WHUR-FM (96.3) the flagship radio station of Howard University, is Washington's only stand alone radio station and one of the few University-owned commercial radio stations in America, broadcasting since 1971 to nearly a half million listeners daily in five states and can now be heard around the globe on the web at whur.com. The first radio station in the Washington area to broadcast in HD, WHUR is the recipient of numerous awards including the 2005 winner of the prestigious NAB Crystal Radio Award for excellence in community service.

About Howard University

Howard University is a private, comprehensive research university that is comprised of 12 schools and colleges. Founded in 1867, students pursue studies in more than 120 areas leading to undergraduate, graduate and professional degrees. Since 1998, the University has produced two Rhodes Scholars, a Truman Scholar, a Marshall Scholar, 19 Fulbright Scholars and 10 Pickering Fellows. Howard also produces more on-campus African-American Ph.D. recipients than any other university in the United States. For more information on Howard University, call 202-238-2330, or visit the University's Web site, www.Howard.edu.

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