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# News

## Now Accepting Designs in Sixth Annual “Our Everyday Heroes” Race Car Design Contest for JDRF; Winner Designs Motorcraft/Quick Lane Ford Shelby Mustang for Bob Tasca III

- For the sixth consecutive year, one lucky child living with type 1 diabetes (T1D) will win a trip to see the car that he or she designed race in a real, professional motorsport, courtesy of Ford Customer Service Division (FCSD) and its brands Motorcraft and Quick Lane.
- This year, the winner will attend the Route 66 NHRA Nationals, June 28-30, 2013, a professional drag race where the JDRF-themed Ford Shelby Mustang Funny Car, driven by Bob Tasca III, will race at speeds faster than 300 mph.
- Children ages 5-18 who live with T1D are eligible to participate. For entry forms and official rules, visit [www.jdrf.org/ford](http://www.jdrf.org/ford).

**DEARBORN, Mich., Feb. 5, 2013**—For the sixth consecutive year, one lucky child living with type 1 diabetes (T1D) will win a trip to see the car that he or she designed race in a real, professional motorsport, courtesy of Ford Customer Service Division (FCSD) and its brands Motorcraft, the official recommended aftermarket part for Ford vehicles, and Quick Lane.

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Ford Motor Company’s relationship with JDRF spans three decades. In 2008, Motorcraft and Quick Lane Racing joined the effort with the “Our Everyday Heroes” Race Car Design Contest for JDRF

Bob Tasca III, driver of the Motorcraft/Quick Lane Ford Funny Car, participated as a rookie driver in 2008. Now in his sixth year as a Funny Car driver, Tasca still looks forward to JDRF week at the race track.

“The designs these kids come up with are just incredible,” said Tasca, who recently participated in a “T1D for a Day” challenge to see what it’s like to live with type 1 diabetes (T1D). “It really is an honor to help spread the word about JDRF and tell the story of what these kids live with every day. Their strength is amazing.”

In five years, the race car design contest has raised over a quarter of a million dollars for JDRF, the world’s leading charitable funder of type 1 diabetes research.

Children ages 5-18 living with T1D are eligible to participate. Visit [www.jdrf.org/ford](http://www.jdrf.org/ford) to download entry forms and for official rules. Entrants will be matched to their local JDRF chapters to help in the process.

Every child who enters raises money for JDRF by asking their friends and family to “vote” through donations for research toward preventing, better treating, and ultimately curing type 1 diabetes.

“We have a valuable platform in our race teams, and we are happy to use them to spread awareness and raise funding for such an important cause,” said Mary Lou Quesnell, marketing director, FCSD.

In 2012, Libby Ledford, 11, of Stanton, Mich. raised \$1,915 in the contest that gave her the racing experience of a lifetime. The 5-foot-4, four-sport athlete was born into a drag racing family, but never dreamed she’d see her own artwork on an NHRA Funny Car.

“JDRF is proud to have the generous longstanding support of Ford through this incredible program,” said Margo K. Lucero, JDRF’s vice president of corporate development. “Every year, we look forward to seeing the creative entries by talented young people from around the country, who inspire us in our efforts to improve the lives of all people with type 1 diabetes.”

In T1D, the body’s pancreas stops producing enough insulin, a hormone that is needed to turn food into energy. People with T1D must monitor their blood sugar levels and administer insulin via shots or an insulin pump, multiple times every day. Even vigilant management does not ward against T1D complications such as heart attack, stroke, blindness, and amputation. JDRF is the largest charitable funder of research toward preventing, better treating, and curing T1D and its complications.

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**About Motorcraft**

*Motorcraft® offers a complete line of replacement parts that are recommended and approved by Ford Motor Company. From routine maintenance to underhood repairs, Motorcraft parts offer exceptional value with the highest quality and right fit at competitive prices. Motorcraft parts are available nationwide at Ford and Lincoln dealers, independent distributors, and automotive parts retailers and are backed by Ford Motor Company’s Service Parts Limited Warranty. For more information, visit [www.motorcraft.com](http://www.motorcraft.com).*

**About Quick Lane Tire & Auto Centers**

*Quick Lane® provides automotive quick services for all makes and models. Quick Lane’s nationwide network of 600 facilities, each providing the convenience of an aftermarket company (no appointment necessary, service while you wait, evening and weekend hours, competitive prices) with the confidence of a major automotive manufacturer (quality parts, factory-trained technicians). Quick Lane® is a registered trademark of Ford Motor Company. For more information, visit [www.quicklane.com](http://www.quicklane.com).*

**About JDRF**

*JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is now the largest charitable supporter of T1D research. The goal of JDRF research is to improve the lives of all people affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal.*

*Since its founding in 1970, JDRF has awarded more than \$1.6 billion to diabetes research. Past JDRF efforts have helped to significantly advance the care of people with this disease, and have expanded the critical scientific understanding of T1D. JDRF will not rest until T1D is fully conquered. More than 80 percent of JDRF’s expenditures directly support research and research-related education.*

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