



**FOR IMMEDIATE RELEASE**

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**JLOWE RACING PARTNERS WITH THINKFIRST NATIONAL INJURY PREVENTION FOUNDATION  
TO RAISE MONEY AND PLANT TREES**

**--MedAlliance First to Participate with Purchase of 1,000 Tree-Planting Kits on  
[www.GigasetVoices.com](http://www.GigasetVoices.com)--**

**LOS ANGELES, January 25, 2010** – Dr. Jim Lowe, the “world’s fastest neurosurgeon” whose racing team – JLowe Racing – will compete in NASCAR’s GRAND-AM Rolex 24 At Daytona January 30 and 31, announced today that his team will share the proceeds of their sponsorship dollars with ThinkFirst National Injury Prevention Foundation, a leader in educational programs for preventing brain and spinal cord injuries. As a spinal surgeon, Dr. Lowe supports the work of this charity that seeks to educate individuals, community leaders, and creators of public policy about how to prevent these catastrophic injuries.

In return for each \$10 contribution, JLowe Racing will supply donors with a pine tree-planting kit. In partnership with Siemens Gigaset and Enviro Packaging Solutions, the team hopes to distribute up to one million trees this season.

Using the visibility of this month’s race in Daytona, Dr. Lowe is challenging his fans to visit [www.GigasetVoices.com](http://www.GigasetVoices.com) to learn how to make a donation and plant a tree. As an alternative, fans can purchase a tree-planting kit and contribute to a great cause using a mobile phone at [www.mobile.gigasetvoices.com](http://www.mobile.gigasetvoices.com)

“Our goal is to sell 100,000 tree-planting kits by the end of the race on January 31,” said Dr. Lowe. “We have a tremendous opportunity to raise money, create awareness for ThinkFirst, and improve our environment. We’re off to a great start through the generosity of MedAlliance and their purchase of 1,000 tree-planting kits.”

About a half million people in the U.S. sustain a brain or spinal cord injury each year. In fact, injury is the leading cause of death among children and teens. The most frequent causes of these injuries are vehicle crashes, violence, falls, sports and recreation. However, most of these injuries are preventable and ThinkFirst provides school-based programs that

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teach children and teens how to reduce their risk. There are 165 chapters of ThinkFirst in the U.S. and in 17 other countries.

**About JLowe Racing**

JLowe Racing is a professional sports car racing team established in 2006 by driver/owner Dr. Jim Lowe. Running primarily in the GRAND-AM Rolex Sports Car Series presented by Crown Royal Cask No. 16, the team fields Porsche GT3 Cup cars in the GT class. With an early history of top-10 and podium finishes, JLowe Racing has already established itself as a driving force in the GRAND-AM series. Additional information is available at [www.jlowe-racing.com](http://www.jlowe-racing.com).

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