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Local Nonprofit Launches Mobile Game App, One Lucky Player to Win a Car

Vehicles for Change to host launch event for "Johnny Speed" at
"Furious 7" premiere at AMC Loews in White Marsh

HALETHORPE, Md. (April 2, 2014)—Baltimore-based nonprofit Vehicles for Change, Inc. (VFC) announces the release of "Johnny Speed," a mobile car racing game app, as a creative fundraising tool for its programming. VFC will host the official launch of the app at the "Furious 7" premiere at AMC Loews in White Marsh on April 3, 4 and 5.

Developed by MindGrub, players must help Johnny Speed escape the paparazzi by completing race courses and dodging obstacles to advance to the next level. All players who successfully complete level one of the game will be eligible to enter the quarterly drawing to win a car valued between $5,000 and $7,500, or $2,500 in cash. The first car, a 2004 Toyota Prius, will be presented in July 2015. Additionally, the top 20 players each quarter will receive a free "Johnny Speed" t-shirt.

"At VFC, we are constantly seeking creative initiatives to enhance our programming. This game is a unique way to raise money to fulfill the mission our organization was founded upon," said VFC President Marty Schwartz. "Our organization is built around transportation, so a mobile game centering on cars was a great fit. All profits will go directly into funding VFC programs."

While the app is free to download, players may purchase stars to buy various vehicle upgrades and extras that will increase their game performance. Profits from in-app purchases will directly fund VFC programming. The app is available for download on Google Play for Android and in the Apple App Store for iPhone. To learn more about "Johnny Speed," visit www.playjohnnyspeed.com, like "Johnny Speed" on Facebook, or follow @JohnnySpeedGame on Twitter.

Official Launch Event Details
VFC will host the official launch of the app in conjunction with the "Furious 7" premiere. A booth with a monitor will be set up at AMC Loews in White Marsh to allow movie-goers a chance to demo the game. Those who download the app at the booth will receive a set of free earbuds.

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When: Friday, April 3 – 5 to 10 p.m.
Saturday, April 4 – Noon to 10 p.m.
Sunday, April 5 – Noon to 8 p.m.

Where: AMC Loews, The Avenue at White Marsh
8141 Honeygo Blvd., Nottingham, MD 21236

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About VFC
Vehicles for Change accepts and repairs donated cars and awards them to prequalified families for as little as $750, enabling low-income families to become self-sufficient. A nonprofit organization, VFC receives 99 percent of its car donations from the public. Since 1999, VFC has awarded more than 4,700 cars to low-income families, changing the lives of more than 16,400 people. Eligible families are referred to VFC through partnering social service type agencies. VFC car donors gain a substantial tax advantage that's not available with most other charities. VFC is one of the few organizations in the country that makes it possible for donors to deduct the full fair market values of their car, because their donation is awarded to a low-income family.

For additional information about Vehicles for Change, or to donate a vehicle, visit www.vehiclesforchange.org or call 855-820-7990. Follow the organization on Facebook and Twitter @vehicles4change, and explore their official hashtag "#VFCjourney."