



4111 Washington Blvd.
Halethorpe, Maryland 21227
Telephone 410-242-9674
Fax 410-242-9677
Email info@VehiclesforChange.org
Web www.VehiclesforChange.org

1215 E. Fort Ave. Suite 200
Baltimore, Maryland 21230
Telephone 855-646-3472
Fax 443-638-0294
Email info@mindgrub.com
Web www.mindgrub.com

FOR IMMEDIATE RELEASE

CONTACT:

Josie Hankey
Communications Strategist
Fallston Group, LLC
410-420-2001
Josie.Hankey@FallstonGroup.com

Baltimore Man Wins Car from Local Nonprofit for Playing Johnny Speed Car Racing App

*Vehicles for Change and Mindgrub Technologies to present
the car to Joseph Lytle in a ceremony on July 23*

HALETHORPE, Md. (July 17, 2015)—Vehicles for Change, Inc. and Mindgrub Technologies will present a 2004 Ford Mustang to Joseph Lytle, 42, of Baltimore, in a ceremony on July 23 at Mindgrub's office in Federal Hill. A father of two and manager of Harris Teeter's Federal Hill location, Lytle is the winner of the first drawing for "Johnny Speed," a car racing app and creative fundraising tool launched by VFC in April to benefit its programs.

Lytle first learned of the app at VFC's official launch during the "Furious 7" premiere at AMC Loews in White Marsh. "I was particularly drawn to the idea that the app would help support a nonprofit and social cause," said Lytle. "Both my girlfriend and I were in disbelief when I received the call that I had actually won the car. My daughter is starting driver's education soon, so this vehicle will serve as a great extra family car for her to practice."

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 completed level one of the game were automatically entered in the drawing to win either a car valued between \$5,000 and \$7,500, or a \$2,500 cash prize. VFC will announce the next drawing in the near future.

"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 car is a great fit."

While the app is free to download, players may purchase stars to buy various vehicle upgrades and extras that will enhance their game performance. Profits from in-app purchases will directly fund VFC programming.



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EVENT DETAILS

- WHEN:** Thursday, July 23, 2015
10:00 to 11:00 a.m.
- WHERE:** Mindgrub Technologies
1215 E. Fort Ave., Suite 200
Baltimore, Maryland 21230
- AGENDA:** 10:00 – Light refreshments and opening remarks
10:20 – Recognition of quarterly contest winner
10:30 – VFC President and Mindgrub President and CEO to hand over keys
10:40 – Closing remarks

“Johnny Speed” is free to download on Google Play for Android and in the Apple App Store. Learn more about “Johnny Speed” at www.playjohnnyspeed.com, like “Johnny Speed” on [Facebook](https://www.facebook.com/JohnnySpeedGame), or follow [@JohnnySpeedGame](https://twitter.com/JohnnySpeedGame) on Twitter. For media inquiries and onsite media coordination, contact Josie Hankey at 410-420-2001 or by email at josie.hankey@fallstongroup.com.

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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 4,600 cars to low-income families, changing the lives of more than 16,100 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. We’re the only organization in Maryland and Washington, D.C. that makes it possible for donors to deduct the full fair market value 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 410-242-9674. Follow the organization on Facebook at www.facebook.com/vehiclesforchange and Twitter [@vehicles4change](https://twitter.com/vehicles4change).

About Mindgrub Technologies

Mindgrub Technologies, LLC (Mindgrub) is a privately-owned, award-winning technology innovation agency that develops custom mobile, social, and web apps. Mindgrub devours new technology trends, techniques, and methods to facilitate the delivery of innovative solutions and comprehensive, integrated campaigns. As a full-service digital agency, Mindgrub cultivates top-tier talent in design, user experience, development and marketing.



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For additional information about Mindgrub, visit www.mindgrub.com or call 410-988-2444. Follow the organization at on Facebook www.facebook.com/mindgrub and Twitter [@mindgrub](https://twitter.com/mindgrub).