

REGIONAL FLOOD CONTROL DISTRICT



*Regional Flood Control District
600 S. Grand Central Parkway #300
Las Vegas, NV 89106 685-0000*

TO: ASSIGNMENT EDITORS

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For Immediate Release

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Winning flood safety message goes up on billboard

The Regional Flood Control District's (RFCD) winning entries for the 2010 Flood Safety License Plate Billboard Contest will be posted on billboards Thursday, August 12th.

Cheri Fisher submitted the winning message, **H20TRAP**. Her entry was one of 3,957 billboards entered in the District's online contest that was held in July. This year's entries set an all-time record. Last year we received 1,825 entries.

The District also held a contest for a Spanish billboard bringing in 99 entries. Rafael Mojica submitted the winning entry, **INUNDA2**, which translated means "flooded."

Fisher and Mojica will be recognized at the District's board meeting at 8:30 a.m., Thursday, August 12th in the Clark County Commission Chambers, 500 S. Grand Central Pkwy. The billboards will be posted immediately following the board meeting at approximately 9:30 a.m.

Betty Hollister, public information manager, explained that the contest is part of the District's Flood Safety Awareness Campaign that educates residents and visitors about the dangers of flash flooding. "The billboards, with clever license plate slogans, are a key component of the program," Hollister said. A total of 31 billboards in both English and Spanish are used for the campaign, strategically located throughout the Valley as well as north and south of Las Vegas. Winning flood safety messages in English from the previous contest years were PAYS2E8, NO1WINS, BADGMBL, UNOBETR, 2DEEP4U and W8ITOUT. The three previous Spanish winners were NOFLOTA, H2OAQUI and NOBUENO.

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EDITOR'S NOTE: Immediately following the board meeting, **at approximately 9:30 a.m.**, the English billboard will be posted.

- **The English billboard** will be posted at Charleston and Casino Center.
- **The Spanish billboard** will be posted at the Nellis and Vegas Valley intersection.