



*Regional Flood Control District
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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 entry for the 2007 Flood Safety License Plate Billboard Contest will be posted on a billboard Thursday, August 9, at the intersection of Grand Central Parkway and Charleston Avenue. Las Vegas resident Tina Kirchner submitted the winning message, **BADGMBL**. Her entry was one of 1,141 billboards entered in the District's online contest that was held in July. For the first time, the District also held a contest for a Spanish billboard. Javier Gonzalez submitted the winning entry, **H2OAQUI**, which translated means "there is water here." The Spanish billboard will be posted the same day near Nellis and Lake Mead Boulevards.

City of Las Vegas Councilman and RFCD Board Chairman Larry Brown will recognize Kirchner and Gonzalez at the District's board meeting on August 9th. "The contest is an opportunity to get the community involved in our flood safety campaign. We appreciate that so many residents took the time to submit flood safety messages to keep people away from floodwater," Brown said.

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. A total of 21 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 from the last three contest years were UNOBETR, 2DEEP4U and W8ITOUT. This year's contest brought in nearly three times as many entries as last year.

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EDITOR'S NOTE: The RFCD board meeting is held at the County Government Center County Commission Chambers, 500 S. Grand Central Pkwy. The meeting will begin at 8:30 a.m., Thursday, August 9. Immediately following the board meeting, Kirchner and Gonzalez will travel to the location where the billboard will be posted and will be available for interviews there. **The winning message will be posted between 9:30 a.m. and 10:00 a.m.**