



AMERICAN SPEEDFREAK RUSS WICKS LIGHTS UP TIMES SQUARE WITH NEW BILLBOARDS

On a mission to promote his plan to break the 25-year-old World Water Speed Record and secure additional sponsorships and product placements -- daredevil Russ Wicks' marketing partner, SuperGraphics, have placed two eye-popping billboards in New York's Times Square.

NEW YORK, NY ([PRWEB](#)) November 13, 2003 -- "It's through relationships like SuperGraphics and this kind of exposure that we're raising awareness of our initiative to bring the World Water Speed Record back to the United States," says Wicks. "Our project provides numerous opportunities for corporations to promote their products and services, or enhance business relationships.

Far beyond the current record of 317 miles-per-hour, Wicks' goal is to actually travel faster than 400 mph in his state-of-the-art jet-powered watercraft. The AMERICAN SPEEDFREAK television show will follow Wicks' trials and tribulations as he prepares for the most extreme speed records known to mankind. The first season's grand finale will feature Wicks attempting to break the World Water Speed Record.

"We are ecstatic about the exposure, interest and excitement the billboards will generate for the upcoming AMERICAN SPEEDFREAK television show," said Michael Davenport, executive producer at Davenport-Licata Entertainment. "Creating name recognition and website awareness are our main objectives - and there's no better place on earth to accomplish this than in Times Square!"

SuperGraphics, an innovator in the advertising and promotional industry, is the world's premier large-format graphics company. "This relationship is a fantastic opportunity for SuperGraphics to showcase our capabilities while providing an elite platform for building relationships," said Greg Root, President of SuperGraphics.

About AMERICAN SPEEDFREAK: www.AmericanSpeedfreak.com

AMERICAN SPEEDFREAK is a new reality-based television show starring daredevil and World Speed Record Holder Russ Wicks. The show will provide a unique behind-the-scenes insight into the state-of-the-art technology utilized by Wicks' American Challenge team as he prepares to return the water speed record to the United States. The series will culminate with a grand finale featuring Wicks' run for another World Speed Record. Davenport-Licata Entertainment and Mandalay Entertainment are producing the show and plan on a fall 2004 debut for AMERICAN SPEEDFREAK.

About SuperGraphics: www.SuperGraphics.com

A privately owned subsidiary of GM Nameplate, SuperGraphics is the world's premier large-format graphics company. Using state-of-the-art design systems and featuring electrostatic, grand format inkjet and screen-printing technologies, SuperGraphics creates larger-than-life banners, architectural and vehicle graphic programs that set advertising into high gear.

About American Challenge: www.AmericanChallengeWSR.com



A Seattle-based consortium of successful business leaders, innovative technical engineers and motor-sports professionals focused on breaking the 25-year old world water speed record. American Challenge's goal is to produce the most powerful and revolutionary vehicle ever to attack the speed record. It will be constructed much like a military fighter jet, using the latest design and manufacturing processes available.

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