

## Team Fastrax

How do you convince the public that skydiving is a mainstream sport? How do you convince business owners that their employees can learn about organizational effectiveness by jumping out of an airplane? As the public relations agency for Team Fastrax, a professional skydiving team which competes in multiple skydiving discipline and The Jump Institute, an educational center that uses skydiving-related metaphors to motivate employees, these were some of our initial goals.

We realized that in order to speak openly and honestly about skydiving we too would have to experience firsthand the adrenaline rush our client gets on a daily basis. Team Fastrax invited us to Deland, FL where they were training for the third annual Shamrock Showdown, a four-man skydiving competition, to get an inside look as to what professional skydiving entails. In the days prior to the trip, efforts were made to secure media coverage for our client's participation in the event but upon leaving South Florida, no coverage was confirmed.

After a whirlwind morning of meetings in Deland the time had come to make the jump and Primetime PR went up in the air 14,000 feet. After safely landing and checking cell phones, there was a message from a reporter at The Daytona News Journal expressing interest in covering Fastrax's participation in the event. The article appeared days later on the front page of the local section, which reiterates that Primetime PR and Marketing will go to any heights for a client.

Since then we received clearance for the first time since 9/11 to use the airspace around Manhattan. 8 Team Fastrax members descended from thousands of feet in the sky with the world's largest American Flag into Liberty State Park, NJ. This event kicked off fundraising efforts for Most Jumps 2006, a world record breaking attempt in which a Fastrax member jumped 640 times in 24 hours.

We've gotten hits in publications nationwide for Team Fastrax and The Jump Institute. Whether they are "jumping into" a high-profile event, competing or speaking at a seminar, Primetime has consistently gotten the team media coverage.



Media Stunt into Liberty State Park to kick off Most Jumps 2006



Alan Brown skydiving with Team Fastrax