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TEENS INVITED TO HELP SPREAD SAFE DRIVING MESSAGE AS FIRST "DRIVE TO LIFE" PSA CONTEST LAUNCHES

National Road Safety Foundation and National Organizations for Youth Safety (NOYS) are hosting a search for the best youth-generated ideas for youth traffic safety public service messages that will be professionally produced.

WASHINGTON, Oct. 1, 2009 -- Traffic crashes are the number one cause of death among U.S. teens, claiming more than 5,000 young lives annually. Tens of thousands more are hurt – many with debilitating and life-altering injuries including traumatic brain injury. Young people are invited to help get the word out about the dangers of risky behavior on the road, including texting and other forms of distracted driving, driving while under the influence, speeding and failure to buckle up. Two traffic safety non-profit groups have joined forces to host a search for the best youth-generated ideas for public service messages that will be professionally produced and aired nationally during National Youth Traffic Safety Month next May.

The Drive to Life PSA Competition is being organized by The National Road Safety Foundation, Inc., which produces traffic safety education programs that it distributes to schools, police and others free of charge, and National Organizations for Youth Safety (NOYS), a coalition of national organizations, business and industry leaders, and federal partners that focus on youth safety and influences more than 80 million young people and their adult school advisors. Other partners supporting this contest include the U.S. Department of Transportation, and Seventeen Magazine.

"The Drive to Life Competition hopes to engage young people in communicating important safe driving messages in their own voice," said Sandy Spavone, NOYS Executive Director. It is the goal of NOYS to empower youth to become an integral part of the youth traffic safety education and public awareness efforts. Rewarding their creative efforts through scholarships and the opportunity to see their PSA concept professionally developed will help to support our efforts to encourage youth to get involved.

"It's a great opportunity for a young person to see his or her creative idea come to life as a professionally produced public service announcement that will get national airplay," added David Reich, Public Relations Director of The National Road Safety Foundation.

The contest was announced via live webcast to schools around the country from the Distracted Driving Summit in Washington, DC. U.S. Transportation Secretary Ray LaHood brought together more than 200 safety experts to discuss the growing epidemic of drivers causing fatal crashes because they were distracted while behind the wheel.

"Young people have the power to educate not only their peers but also adults about all the responsibilities that come along with driving. When you get

behind the wheel your focus should be on the road and safety should be your number one priority," said U.S. Transportation Secretary Ray LaHood.

Entries are invited to submit a 15- or 30-second PSA concept that addresses distracted driving, impaired driving, speeding and aggressive driving, drowsy driving and/or use of seat belts. Ideas may be in the form of scripts, storyboards or treatments. No video will be accepted.

The winner will receive a \$1,000 cash scholarship and an expense-paid trip to New York City to work with a professional film director as he takes the winning entry from concept to a completed PSA. Two runners-up in each age category (13 – 16 and 17 – 21) will receive \$500 cash scholarships.

Visit www.drivetolife.com for more information about the competition. More information about the Drive to Life PSA Competition is also available at www.nrsf.org or www.noys.org or by contacting sspavone@noys.org or david@nrsf.org

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National Organizations for Youth Safety

Founded on February 8, 1994, the National Organizations for Youth Safety (NOYS) is a coalition of approximately 40 national organizations and government agencies with one common goal, to promote safe and healthy behaviors among America's youth. Through this network, NOYS influences more than 80 million youth and adults. The mission of NOYS is to promote youth empowerment and leadership, and build partnerships that save lives, prevent injuries, and enhance safe and healthy lifestyles among all youth. NOYS created National Youth Traffic Safety Month to empower youth to develop and led teen traffic safety projects that will positively impact their communities. For more information, visit www.noys.org.

The National Road Safety Foundations, Inc.

For more than 45 years, The National Road Safety Foundation (NRSF), a non-profit organization, has created driver education programs and distributes them free to schools, police, traffic safety agencies, youth advocacy groups and others. NRSF has programs on speed and aggression, drinking and driving, and drowsy driving. Its newest program, for release next year, will cover distracted driving. For more information, visit www.nrsf.org.