



Contact: David Reich  
[David@nrsf.org](mailto:David@nrsf.org)  
914 325-9997

## **Fred Manocherian. NRSF Founder, Receives Top Honor from Nation's Highway Safety Leaders**

***Fred Manocherian feted for 60 years of work to save lives on nation's roads and highways;  
Started The National Road Safety Foundation after 2 high school friends killed by drunk driver***

WASHINGTON, D.C., Sept. 14, 2021 – The Governors Highway Safety Association (GHSA) today presented its most prestigious honor, the [James J. Howard Highway Safety Trailblazer Award](#), to a Fred Manocherian, who has been a pioneering and relentless advocate for highway safety. GHSA, a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico, presented the award in Denver at its annual conference.

Fred Manocherian's dedication to traffic safety started more than six decades ago, when two of his high school classmates were struck and killed by a hit-and-run drunk driver shortly after graduation. In 1962, he founded what would later become The National Road Safety Foundation to educate people about the risks of dangerous driving behaviors and subsequently orchestrated a campaign that led then-President Nixon to allot \$6 million to the Highway Safety Act of 1970. Those efforts also led to the formation of the National Highway Traffic Safety Administration and the annual allocation of Highway Trust Fund monies for traffic safety education.

Through The National Road Safety Foundation, Mr. Manocherian has created dozens of films and videos that are broadly distributed free of charge, beginning with "The Aftermath," which told the story of a drunk driving crash involving Olympic diving champion Bruce Kimball. The award-winning film, which documented the impact of drunk driving on several families and on the driver himself, is still shown in many schools and is a favorite among driver education teachers. Manocherian's book "Flesh, Metal & Glass," a comprehensive driving safety manual,

has been a classroom staple for many years, with more than half a million copies distributed free of charge.

Following the positive reception for the first film, NRSF has created many others dealing with a range of traffic safety issues including impaired driving, speed and aggressive driving, drowsy driving, and more recently, distraction. NRSF has also produced and distributed dozens of public service announcements for airing on broadcast and cable channels nationwide.

In the nearly six decades since he began this work, the National Road Safety Foundation has distributed free of charge more than one million copies of educational films and resources to thousands of schools, driver education instructors, law enforcement agencies, health agencies and advocacy and community groups nationwide. NRSF programs deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with key youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities.

For more information or to download free programs from The National Road Safety Foundation, visit [www.nrsf.org](http://www.nrsf.org).