



Contact: David Reich 914 325-9997
david@nrsf.org

NATIONAL ROAD SAFETY FOUNDATION AND CHICAGO AUTO SHOW INVITE AREA TEENS TO ENCOURAGE PASSENGERS TO SPEAK UP WHEN IN VEHICLE BEING DRIVEN UNSAFELY

**Winning script in contest will be made into a public service announcement
that will air on TV stations nationwide**

CHICAGO, Sept. 12, 2023 – Teens from Chicagoland and throughout Illinois, Indiana, Wisconsin and Iowa are invited to spread the word about passengers speaking up when in a vehicle being driven dangerously.

The National Road Safety Foundation (NRSF) and the Chicago Auto Show are hosting the 10th annual Drive Safe Chicago PSA Contest. Teens can enter by sending a script or written description of a 30-second television public service announcement that encourages passengers to speak up for safety. Entries must be received by mail or email by Dec. 18, 2023. All contest entrants will receive two complimentary tickets to attend the Chicago Auto Show, courtesy of Chicago Automobile Trade Association (CATA), the new-car dealer association for metro Chicago and producers of the Chicago Auto Show, which will be held Feb. 10-19, 2024, at McCormick Place.

Three student finalists will be selected to work with an Emmy Award-winning director to transform their ideas into finished TV public service announcements. The public will then be invited to cast votes via the Chicago Auto Show Facebook page to select the winner, who will receive a \$2,000 prize. The winning spot will debut at the Chicago Auto Show and will air on the nationally-syndicated TV show “Teen Kids News” on more than 160 TV stations nationwide. The first runner-up will receive \$1,500 and the second runner-up gets \$500. The teachers or school advisors of the winner and runners-up will each receive a \$100 gift card.

The National Road Safety Foundation has been leading an ongoing nationwide campaign to encourage passengers to speak up when in a vehicle being driven recklessly, whether the driver is impaired, drowsy, distracted or driving aggressively. Safety experts say passengers, who comprise 62 percent of all traffic fatalities, can help prevent crashes by speaking up. Visit www.nationalpassengersafety.org for background information and suggestions for how passengers can interact with a dangerous driver.

“Passengers need to feel empowered to speak up when they’re in a vehicle or about to get in a vehicle and they see reckless behavior,” said Michelle Anderson of The National Road Safety Foundation, a non-

profit organization that promotes safe driving. “We look forward to seeing some creative messages from young people who participate in the Drive Safe Chicago PSA Contest.”

“Although today’s new cars are safer than ever, with technological advances that are proven to help avoid crashes,” said CATA Chairman JC Phelan, “passengers can, and should, play a key role in promoting safe driving by speaking up when they are in a vehicle with an irresponsible driver.”

Information about the *Drive Safe Chicago* Contest, including contest rules and entry form, can be found at www.nrsf.org/contests/drive-safe-chicago.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 60 years has been dedicated to reducing crashes, deaths and injuries on our nation’s highways by promoting safe driving habits through greater public awareness.

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, visit www.nrsf.org.

About the Chicago Auto Show

First staged in 1901, the Chicago Auto Show is the nation’s longest running auto exposition in North America. The show is produced by the Chicagoland’s new-car dealer association, the Chicago Automobile Trade Association, which has staged the show since 1935. The 2024 public show is Feb. 10-19, 2024, at McCormick Place. For more information and the latest updates, visit www.ChicagoAutoShow.com or Facebook.com/ChicagoAutoShow.com.