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## **THE NATIONAL ROAD SAFETY FOUNDATION AND LA AUTO SHOW® INVITE CALIFORNIA TEENS TO HELP WARN DRIVERS ABOUT DANGERS OF SPEEDING**

### **Winner of “Drive Safe California” PSA Challenge Gets \$2,000 and Works with Emmy-Winning Producer to Create a National Television Message about Risks of Speeding**

LOS ANGELES, Sept. 14, 2020 – Teens from throughout California are invited to help educate the driving public about a common yet very dangerous behavior behind the wheel – speeding. It’s a factor in 26 percent of all fatal traffic crashes, killing more than 9,000 people every year.

The Drive Safe California PSA Challenge, sponsored by The National Road Safety Foundation and promoted by the Los Angeles Auto Show (LA Auto Show®), is open and accepting ideas for a public service announcement about the dangers of speeding. The winner will receive a \$2,000 cash prize and the opportunity to work with an Emmy Award-winning TV producer to turn the winning idea into a finished 30-second TV public service announcement. The runner-up will receive a \$1,000 award. The winning spot will debut at the Los Angeles Auto Show before being broadcast on more than 160 TV stations nationwide. The teachers or school advisors of the winner and runner-up will each receive a \$100 honorarium.

“The general attitude about speeding is that ‘everyone does it.’ The biggest generally-perceived risk of speeding is getting stopped for a ticket, paying a fine and getting points on your license,” said Michelle Anderson of The National Road Safety Foundation, a non-profit organization that promotes safe driving behavior. “Too many drivers forget that speeding can result in far more than a ticket. It can cause a crash that takes lives and devastates families. That’s the message we want California teens to help us communicate -- speeding can be so much more than a ticket.”

“Today’s cars are safer than ever, with technological advances that help avoid crashes,” said \_\_\_\_\_, President of the LA Auto Show and AutoMobility LA. “But driver error, especially the choice to speed and drive recklessly, can create tragic results. All drivers need to understand that speeding can be deadly.”

Teens ages 13-19 attending school in California are invited to enter the contest by sending in a script or treatment for a television ad that warns their peers and others about speeding. Entries must be received by Oct. 26, 2020. The winner will be announced at the LA Auto Show where his or her video will be shown. All contest entrants will receive a complimentary ticket to attend the Los Angeles Auto Show, courtesy of show management.

More information about the Drive Safe California contest is at [www.nrsf.org/teenlane/content/drivesafecaa](http://www.nrsf.org/teenlane/content/drivesafecaa). The site also has the winning PSAs from previous years.

To learn more about the 2020 LA Auto Show and to purchase tickets, visit [www.laautoshow.com](http://www.laautoshow.com).

**The National Road Safety Foundation, Inc. (NRSF)** is a 501 (c)(3) non-profit charitable organization that for more nearly 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](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org).

#### **About the Los Angeles Auto Show and AutoMobility LA**

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season annually. In 2016, the show's Press & Trade Days merged with the Connected Ca Expo (CCE) to become AutoMobility LA™, the industry's first trade show converging the technology and automotive sectors to launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2020 will take place at the Los Angeles Convention Center \_\_\_\_\_, with manufacturer vehicle debuts intermixed. LA Auto Show 2020 will be open to the public \_\_\_\_\_. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking new products, and makes strategic announcements in front of media and industry professionals from around the globe. LA Auto Show is endorsed by the Greater LA New Car Dealer Association and is owned and operated by ANSA Productions. For the latest show news and information, follow the LA Auto Show on Twitter, Facebook, or Instagram and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com/> and follow AutoMobility LA on Twitter, Facebook, or Instagram.

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