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**HAWAII TEENS INVITED TO SPREAD DISTRACTED DRIVING
MESSAGE WITH RADIO PUBLIC SERVICE ANNOUNCEMENTS**

**The National Road Safety Foundation is offering a \$500 prize
for the best youth-generated ideas for Distracted Driving radio PSA**

NEW YORK, Feb. 25, 2014 -- Teens throughout Hawaii are being asked to help spread the word about the dangers of distracted driving with a contest to find the best youth-generated public service messages for radio.

Entries are open for the first JST DRV Hawaii Radio PSA Contest, sponsored by The National Road Safety Foundation, with assistance from the Hawaii Department of Education.

Young people ages 14 – 18 are invited to submit a radio PSA that talks to teens about the risks of distracted driving. The winner will receive \$500, and the winning PSA will also be broadcast nationally on the air and online. Two runners-up will each receive a \$250 prize. Winners will be announced in May, which is Global Youth Traffic Safety Month.

"Traffic crashes are the number one cause of death among U.S. teens, with 5,000 young people killed annually and thousands more injured," said David Reich of The National Road Safety Foundation. Former U.S. Secretary of Transportation, Secretary Ray LaHood, called distracted driving "a national epidemic, so we hope this contest will encourage young people to communicate important messages about the issue to peers in their own voice."

"As today's technology enables young people to be constantly connected with friends, distracted driving is a major problem that is growing exponentially," said Jan Meeker, of the Hawaii Dept. of Education. "A quarter of all teens admit to texting behind the wheel and the highest proportion of distracted drivers in fatal crashes is those under the age of 20."

Entries, which must be received by April 1, 2014, should be recorded and must be 30 seconds in length. Entries must include a WMV file or a live link, and should be mailed to The National Road Safety Foundation, JST DRV Hawaii Contest, 18 East 50th St., New York, NY 10022. They can also be emailed to jstdrvhawaii@nrsf.org.

The JST DRV Hawaii Radio PSA Contest is being organized by The National Road Safety Foundation, Inc., a non-profit group that produces safe driving programs for distribution to schools, police, traffic safety agencies, youth advocacy groups and others free of charge. Visit www.teenlane.org for more contest information and an entry form, as well as links to free traffic safety programs.

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