

LOS ANGELES ORANGE COUNTY TEENS WIN “DRIVE SAFE LOS ANGELES” PSA CONTEST

Teens from Friday Night Live won \$2,500 with idea for a public service announcement on Distracted Driving;
Winning PSA was debut at Teen Safety Sunday at Los Angeles Auto Show before airing nationally

NEW YORK, DECEMBER 2015 -- A group of high school students from chapters of the “Friday Night Live Partnership” in Los Angeles, California won the top prize in the first **Drive Safe Los Angeles** PSA Contest. The contest, sponsored by The National Road Safety Foundation, a non-profit whose mission is to encourage teen safe driving, was promoted by the organizers of the LA Auto Show, which opened November 20th at the Los Angeles Convention Center.

The winner received a \$2,500 prize and had their PSA idea was made into a 30-second TV spot that will air on some 220 TV stations nationwide after it debut at the LA Auto Show’s inaugural **Teen Safety Sunday** on November 22, 2015. Students from the winning group participated in production of the PSA, which was directed by Emmy Award-winning producer Alan Weiss.

“Distracted driving is a serious risk that needs to be addressed at all levels, starting with hyper-connected teens entering the driver’s seat,” said LA Auto Show President Lisa Kaz. More than 3,300 people are killed every year due to distracted driving, according to The National Highway Traffic Safety Administration.

“Teens are especially at risk, since traffic crashes are the leading killer of teens every year,” said David Reich of The National Road Safety Foundation. “The Drive Safe Los Angeles Contest is a way to engage young people in getting out the distracted driving message to their peers and to drivers of all ages.”

The winning concept, titled “I Didn’t See,” shows someone saying, “I was texting and driving and I didn’t see...” The sentence is finished by five other people, explaining what they didn’t see, as the visual shows what led to each crash. Not noticed were a red light, a stop sign, an intersection, another car and, finally, a woman pushing a baby stroller. The screen goes black as the voiceover says, “Not seeing can change your life. Don’t text and drive.”

“We are thrilled that our group’s idea was selected to convey a very important message,” said Kellie Goodwin, program associate for the California Friday Night Live Partnership. “The young people wanted a very simple and direct message to show the dangers of distracted driving.” The California Friday Night Live Partnership supports programs in 56 California counties, partnering with youth to change teen driving culture and improve road safety.

The finished PSA was shown at the LA Auto Show’s first **Teen Safety Sunday**, where teens gathered for presentations on distracted driving and will be shown on the nationally-syndicated program, “Teen Kids News.”

The runner-up was the SADD Club at Murrieta Valley High in Murrieta, in Riverside County and they won \$1,500 for their school.

The National Road Safety Foundation, Inc., (NRSF) a non-profit group, has been working to reduce crashes, deaths and injuries for more than 50 years by promoting safe driving habits through greater public awareness. The Foundation produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, enforcement and educational programs. All its materials are offered free of charge. NRSF programs deal with distracted driving, impaired driving, speed and aggression, 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 their communities. For information and to download free programs, visit www.nrsf.org or www.teenlane.org.

The Los Angeles Auto Show was founded in 1907 and is the first major North American auto show of the season each year. The 2015 show will be open to the public Nov. 20-29, following three press and trade days. The LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. Follow the Los Angeles Auto Show on Twitter at [Twitter.com/LAAutoShow](https://twitter.com/LAAutoShow), hashtag #LAAutoShow, or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at www.LAAutoShow.com.