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## **WISCONSIN TEEN WINS DRIVE SAFE CHICAGO PSA CONTEST**

### **Public Voted to Pick Winner via Chicago Auto Show's Facebook Page**

CHICAGO, Feb. 8, 2024 – A teen from Pewaukee, WI has won the ninth annual Drive Safe Chicago public service announcement contest, sponsored by the National Road Safety Foundation in partnership with the Chicago Auto Show. Texas Maki, 16, a student at Pewaukee High School received \$2,000 from the National Road Safety Foundation and his winning PSA encouraging passengers to speak up when in a vehicle being driven unsafely will be featured later this year on “Teen Kids News,” broadcast on more than 160 TV stations across the country.

Riley Wilds, 17, a student at the Career Academy in Ft. Wayne, IN, was the first runner-up and received a \$1,000 prize. Carlyale Kiel, 18, who also attends the Career Academy in Ft. Wayne won \$500 as second runner-up. The winners’ teachers received \$100 gift cards. The awards were presented at the Chicago Auto Show, which opens to the public tomorrow.

Texas’ PSA shows a teen picking up his friend and then speeding away, saying, “We’re late.” The passenger tells the driver that he’s speeding, and the driver responds with, “I know.” The passenger nervously grips his seat belt and then says, excitedly, “Dude, slow down! Do you want to end up like them?” pointing to a car that skidded off the road and is being helped by an ambulance. “I’m sorry, I’ll slow down,” the driver responds. “Speaking up takes courage. Your life is worth it,” say words on the screen.

Teens from Illinois and surrounding states submitted ideas for a 30-second PSA to help get the word out to empower passengers to speak up when in a vehicle being driven dangerously.

“All three finalists created compelling scripts that we believe will empower passengers to speak up,” said Michelle Anderson, director of operations at the National Road Safety Foundation.

The National Road Safety Foundation has been leading a nationwide campaign to encourage passengers to speak up. A website, at [www.nationalpassengersafety.org](http://www.nationalpassengersafety.org), contains background information, suggestions for how passengers can interact with a dangerous driver, and social media graphics for re-posting. Statistics from the National Highway Traffic Safety Administration show 62 percent of traffic fatalities nationwide are passengers.

To see the winning video, visit [www.nrsf.org/contests/drive-safe-chicago](http://www.nrsf.org/contests/drive-safe-chicago) or <https://fb.watch/pXWiVWAmAA/>

**About The National Road Safety Foundation, Inc. (NRSF)**, a 501 (c)(3) non-profit organization founded more than 60 years ago, produces traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety and a host of other safety issues. It distributes the programs free of charge to schools, police and traffic safety advocates, community groups and individuals. It also 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).

#### **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 at McCormick Place. For information, visit [ChicagoAutoShow.com](http://ChicagoAutoShow.com) or [Facebook.com/ChicagoAutoShow.com](https://Facebook.com/ChicagoAutoShow.com).

#### **About the Chicago Automobile Trade Association**

Founded in 1904 and located in Oakbrook Terrace, the Chicago Automobile Trade Association is comprised of more than 400 franchised new-car dealers and an additional 150 allied members. The group's dealer members employ about 19,000 people in the metropolitan area. The association has produced the world famous [Chicago Auto Show](#) since 1935. For more information, please visit [www.CATA.info](http://www.CATA.info).