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MINNESOTA TEEN WINS "DRIVE2LIFE" PSA CONTEST

18-Year old from Plymouth, MN wins \$1,000, Trip to NYC to film his PSA, which will be broadcast on 220 TV stations nationwide; Contest, from The National Road Safety Foundation, draws nearly 1,600 entries

NEW YORK, April 20th, 2016 -- A senior at Benilde-St. Margaret's School in St. Louis Park, MN has been named grand prize winner of the 6th annual Drive2Life PSA Contest, sponsored by The National Road Safety Foundation, Inc. (NRSF) and distributed to grades 6 through 12 nationwide by Scholastic, the global children's publishing, education and media company.

Winner Jake Lundell, 18, who lives in Plymouth, MN submitted an idea for a public service message about distracted walking. Titled, "Distractions Can Be Deadly," Lundell's entry won top honors from among a record-breaking 1,586 entries received from teens nationwide. Jake won a \$1,000 prize and flew into New York City in April and spent two days working with the producers of the nationally-syndicated TV series "Teen Kids News" to script, film and edit his winning PSA. The finished spot will air in May on more than 220 TV stations nationwide.

This year's contest asked teens to be creative with messages to help prevent walking distracted, especially when using cell phones and other mobile devices.

Jake's winning idea is narrated by "Death," dressed in black as he trails "Katie," played by Jake's sister, who is walking with her head down as she is on her phone. "Death" talks directly to the camera, explaining that life's going great for Katie. She's class president, captain of the soccer team...and just aced her SATs. "Death" mentions that Katie likes to text...a lot, as Katie takes her phone from her pocket and begins to text while she is walking. Not looking, Katie almost walks in front of a car. The car drives past her, coming so close that Katie can feel the breeze from the near-miss. As she looks up, stunned, "Death" says to us, "I'll give her today, but tomorrow... who knows?" The words, "Don't let your smartphone out smart you" come up on the screen.

"Jake's entry stood out from so many great ideas we received from young people," said Michelle Anderson of The National Road Safety Foundation. "His spot uses drama and exaggeration to hold the viewer's attention and communicate a message that's important for teens and adults alike."

In addition to being broadcast in May on "Teen Kids News," Jake's PSA and story will be featured in fall issues of Scholastic Classroom Magazines, which reach nearly 25 million students nationwide. In late-April, the PSA will be viewable on The National Road Safety Foundation's websites at www.nrsf.org and www.teenlane.org.

Four runners-up were also selected in the nationwide competition, each winning a \$500 prize. Runners-up in the Grades 6–8 category are Robert Gieseman, 14, of Camden Hills Regional High School in Rockport, ME, and Maya Federle, 14, of Central Middle School in Columbus, IN. Grades 9–12 runners-up are Bryce Yanni, 17, of West Scranton High School in Scranton, PA and Danielle Campagna, 18, of Cypress Bay High School in Weston, FL.

The National Road Safety Foundation, Inc., a 501 (c)(3) non-profit organization founded more than 50 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 or www.teenlane.org and "Like" us on Facebook.