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NEW CONTEST INVITES TEENS TO HELP CREATE TV MESSAGE ABOUT DISTRACTED DRIVING

Video Contest Has \$2,000 Prize, Winner To Work With Emmy-Winning Director To Create PSA That Will Debut At Washington Auto Show Before Airing Nationwide

WASHINGTON, Oct. 12, 2017 -- Teens from the District of Columbia and the neighboring states of Maryland and Virginia are being invited to help spread the word about the dangers of distracted driving in the first *Drive Safe D.C.* PSA (public service announcement) Contest, sponsored by The National Road Safety Foundation in conjunction with the Washington Auto Show, which runs from Jan. 26 – Feb. 4, 2018. All area teens ages 14 through 19 are invited to submit ideas for a 30-second public service announcement about distracted driving.

The winner will receive \$2,000 and have an Emmy Award-winning director come to his or her school to work to turn the idea into finished TV public service spot that will debut at the Washington Auto Show before airing on more than 150 TV stations nationwide.

One runner-up will receive \$1,000.

"Today's cars are safer than ever, with many innovations that help avoid crashes and protect occupants, but distracted driving continues to be a major risk," said Washington Auto Show Chairman John Ourisman. "We hope that the *Drive Safe D.C.* contest engages young people to be messengers to their peers and to all drivers that distracted driving is dangerous driving."

Teens who live in the District of Columbia, Maryland and Virginia are invited to enter by sending a script, descriptive paragraph or storyboards for a TV ad that reminds people not to drive distracted. Entries will open on Oct. 16 and the deadline is Dec. 15, 2017. All contest entrants will receive two free tickets to the Washington Auto Show at the Walter E. Washington Convention Center.

The National Highway Traffic Safety Administration estimates more than 3,300 people are killed every year due to distracted driving, and tens of thousands more are injured. Texting and cell phone use get

the most attention, but drivers can be distracted many other things including use of other mobile devices like GPS, adjusting sound system controls, eating and talking with passengers.

"Driving is not something that can be done safely while multi-tasking," said Michelle Anderson of The National Road Safety Foundation, a non-profit that promotes safe driving behavior. "It requires the driver to have hands on the wheel, eyes on the road and mind on driving. We hope *Drive Safe D.C.* will get young people to spread the message and change behavior, not only among their fellow teens but among all drivers."

Information about distracted driving and the *Drive Safe D.C.* PSA Contest, including contest rules and entry form, can be seen at www.nrsf.org/teenlane/contests/drive-safe-D.C.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for nearly 55 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 produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For information or to download free programs, visit www.nrsf.org or www.teenlane.org.

ABOUT THE WASHINGTON AUTO SHOW

The 2018 Washington Auto Show takes place from January 26 to February 4, 2018. It is one of the five top auto shows in the United States and is the largest consumer event in the District of Columbia. It is preceded by two show-sponsored industry events, Public Policy Days and the MobilityTalks International Conference, with both taking place January 23 -25, 2018. During these three days industry leaders, global public policy makers and members of Congress will discuss proposed and existing rules and laws governing the automotive industry. The show takes place in the Walter E. Washington Convention Center, where more than 35 automakers will display over 600 vehicles.

For more information on The Washington Auto Show visit: www.washingtonautoshow.com

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