



**THE NATIONAL ROAD SAFETY FOUNDATION AND LA AUTO SHOW® INVITE
AREA TEENS TO HELP SPREAD WORD ABOUT DISTRACTED DRIVING**

**“Drive Safe Los Angeles” contest has \$2,000 prize and winner’s idea
will be made into national TV ad**

LOS ANGELES, Aug. 18th, 2016 – Teens in Southern California are being asked to help spread the word about the dangers of distracted driving by entering a video contest sponsored by The National Road Safety Foundation and promoted by the organizers of the LA Auto Show®.

The “Drive Safe Los Angeles” contest invites teens to submit a 30-second public service announcement video warning viewers of the risks of distracted driving. The winner will receive a \$2,000 prize and will have the opportunity to work with an Emmy Award-winning TV producer who will visit the winner’s school to work with students to turn the idea into an ad that will air nationwide. The winner’s teacher or advisor will also receive a \$100 honorarium. The winning spot will debut at the 2016 LA Auto Show on Sunday, November 20.

“Distracted driving continues to be a serious risk that needs to be addressed at all levels, starting with hyper-connected teens as they begin driving,” said LA Auto Show President and CEO, Lisa Kaz. “Even as safety innovations have made vehicles safer than ever before, driver inattention and distraction continues to be a major cause of crashes. We hope the ‘Drive Safe Los Angeles’ campaign will help generate greater awareness among teenage drivers and inspire them to share the message with their friends, families and communities.”

“We encourage teens to create a message about the risks of distracted driving that will resonate with their peers and with drivers of all ages, since distraction impacts all of us who drive,” said Michelle Anderson, Director of Operations at The National Road Safety Foundation, a non-profit group that promotes safe driving. “Driving is not something that can be done safely while multi-tasking. It requires full attention, which means the driver's eyes should be on the road, hands on the wheel and mind on driving at all times. Looking away from the road for even a few seconds to send or receive a text can be a mistake with deadly consequences.”

Teens ages 14-19 attending school in Los Angeles and neighboring counties including Orange, San Bernardino, Ventura, Riverside and Santa Barbara are invited to enter the contest by sending a script or storyboards for a television ad that reminds people to not drive distracted. In order to compete in the “Drive Safe Los Angeles” contest, entries must be postmarked by October 14, 2016 and received by October 24, 2016. The winner will be announced at the LA Auto Show. The runner-up will receive a \$1,000 award. All contestants will receive a complimentary ticket to attend the Los Angeles Auto Show, courtesy of show management.

The National Highway Traffic Safety Administration estimates that more than 3,300 people are killed every year due to distracted driving and that tens of thousands more are injured. While the most talked-about causes of distraction are texting and cell phone use, drivers also can be distracted by using GPS devices, adjusting sound system controls, talking with passengers or even eating. Among teens, traffic crashes in general are the leading cause of death.

Last year's winner, "I Didn't See," by students from chapters of Friday Night Live in Los Angeles and Orange Counties, 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 notice, as the visual shows what led to each crash. Not seen were a red light, a stop sign, another car and, finally, a woman pushing a baby stroller. The screen goes black as the voiceover says, "What you don't see when you look down to text can change your life - and the lives of others - forever. Don't text and drive." The contest last year was open groups of students, however this year only individual entries are being accepted.

Information about distracted driving and the "Drive Safe Los Angeles" contest is available at www.nrsf.org or www.teenlane.org. For the latest show news and to purchase tickets to attend the 2016 Los Angeles Auto Show, please visit www.laautoshow.com.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 50 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. NRSF offers its material free of charge. More than a million copies of the Foundation's films and public service campaigns have been distributed for use in schools and by police, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as to corporations, the armed forces, federal, state and local government agencies. NRSF programs deal with distracted driving, speed and aggression, impaired driving, 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 in their communities. For more information or to download free programs, visit www.nrsf.org or www.teenlane.org.

About the Los Angeles Auto Show and AutoMobility LA

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season each year. In 2016, the show's Press & Trade Days merged with the Connected Car Expo (CCE) to become AutoMobility LA™, the industry's first trade show converging the technology and automotive industries to discuss the most pressing issues surrounding the future of transportation. AutoMobility LA 2016 will take place at the Los Angeles Convention Center on Nov. 14-17, with manufacturer vehicle debuts intermixed starting Nov. 16. LA Auto Show will open to the public from Nov. 18-27. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking products and makes strategic announcements in front of media from around the globe. LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at twitter.com/LAAutoShow or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com>.

###

Media Contact

David Reich
david@nrsf.org
212 573-6000 cell 914 325-9997