



Contact:

Jan Meeker: [Jan\\_Meeker/OIS/HIDOE@notes.k12.hi.us](mailto:Jan_Meeker/OIS/HIDOE@notes.k12.hi.us)

(808) 203-5510 x2116

David Reich: [david@reichcommunications.com](mailto:david@reichcommunications.com)

(212) 573-6000 cell (914) 325-9997

## TEXAS TEEN WINS NATIONAL CONTEST FOR BEST DISTRACTED DRIVING RADIO AD

**AnnMarie Ingham, 17, wins \$1,000 scholarship**

**NEW YORK, July 16, 2012** -- A student at Westwood High School in Austin, TX, has been named the winner of the JST DRV PSA Competition, sponsored by The National Road Safety Foundation (NRSF) and NSSF (National Student Safety Program), the youth arm of the American Driver & Traffic Safety Education Association. (ADTSEA)

**AnnMarie Ingham, 17,** wrote and submitted a 30-second radio public service announcement that will receive nationwide airplay on radio and the internet. The JST DRV PSA Competition invited teens to submit a Public Service Announcement that talks to teens about the risks of distracted driving.

Ingham's winning entry, titled **YOLO**, plays off the texting phrase for "You only live once." It spells out each letter of the phrase, followed by the sound of a car door closing. **Y** -- You never know what one text can do. **O** -- Overestimating how much you can multitask. **L** -- Leaving family and friends behind, all because of **O** -- Only one text. You only live once. Don't text and drive."

Ingham won a \$1,000 scholarship and an expenses-paid trip to the NSSF national conference later this month in Appleton, WI.

"The goal of the JST DRV PSA Competition is to engage young people in communicating important messages to their peers in their own voice about distracted driving," said David Reich, public relations director of the non-profit National Road Safety Foundation, which produces traffic safety education programs that it distributes free of charge to schools, police and others.

"A quarter of all teens admit to texting behind the wheel and the highest proportion of distracted drivers in fatal crashes was under the age of 20," said U.S. Transportation Secretary Ray LaHood. "Distracted driving is a national epidemic, and we encourage young people to reach out to their peers through programs like this to build awareness of the issue."

Runners-up, who each receive a \$500 prize, are Erica Britton, 16, of Sterrett, AL and a student at Jefferson County International School in Birmingham; Kimberly Greenwall, 18, of Littleton, CO and a student at Denver School of the Arts; and Cory Feder, 18, of Denver, CO and also a student at Denver School of the Arts.

Visit [www.nrsf.org](http://www.nrsf.org) to hear the winning PSA and runners-up.

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**The National Road Safety Foundation, Inc. 18 East 50th Street New York, NY 10022**  
**Toll Free 866-SAFEPATH (723-3728) / (212) 837-4854 Fax (212) 837-4870**  
[www.nrsf.org](http://www.nrsf.org) / [info@nrsf.org](mailto:info@nrsf.org)