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NATIONAL ROAD SAFETY FOUNDATION AND CHICAGO AUTO SHOW INVITE TEENS TO CREATE SCRIPT FOR TV PUBLIC SERVICE MESSAGE ABOUT DANGERS OF SPEEDING

Winner gets \$2,000 and script will be made into a national TV spot

CHICAGO, Sept.14, 2026 – Teens from Chicagoland and throughout Illinois, Indiana, Wisconsin and Iowa are invited to help promote safe driving by creating a message about the dangers of speeding.

The National Road Safety Foundation, supported by the Chicago Auto Show, is launching the 13th annual Drive Safe Chicago PSA Contest. Teens can enter by sending a script or written description of a 30-second television public service announcement that reminds drivers of the dangers of speeding. Entries must be received by mail or email by Dec. 18, 2026.

Three student finalists will be selected to work with an Emmy Award-winning director to transform their ideas into finished TV public service announcements. The public will then be invited to cast votes online to select the winner, who will receive a \$2,000 prize. The winning PSA will be broadcast on “Teen Kids News” on more than 160 TV stations nationwide. The first runner-up will receive \$1,500 and the second runner-up gets \$500. The teachers or school advisors of the winner and runners-up will each receive a \$100 gift card. All contest entrants will receive a complimentary ticket to attend the 2027 Chicago Auto Show, courtesy of Chicago Automobile Trade Association (CATA), the new-car dealer association for metro Chicago and producers of the Chicago Auto Show, which will be held Feb. 13-21, 2027 at McCormick Place.

“Carnage on our roads can be reduced with some common courtesy and obeying speed limits,” said Michelle Anderson of The National Road Safety Foundation, a non-profit organization that promotes safe driving. “We look forward to seeing creative messages about the dangers of speeding from young people who participate in the Drive Safe Chicago PSA Contest.”

“Today’s new cars are safer than ever, with technological advances that are proven to help avoid crashes,” said Chicago Auto Show Chair _____, “but drivers must still be aware of and respect speed limits so everyone can arrive safely.”

Speeding accounts for about 29 percent of all fatal crashes in the U.S. NHTSA reports that 11,775 people died in speeding-related crashes in 2023, with hundreds of thousands of injuries and an estimated annual cost in the billions.

Speeding and aggressive driving not only affect the speeder—it can also affect other drivers, pedestrians, and bicyclists. Here are some tips for encountering speeders on the road:

- If you are in the left lane and someone wants to pass, move over and let them pass.
- Give speeding drivers plenty of space. Speeders may lose control of their vehicle more easily.
- Adjust your driving accordingly. Speeding is tied to aggressive driving. If a speeding driver is tailgating you or trying to engage you in risky driving, use judgment to safely steer your vehicle out of the way. Do not engage with an aggressive driver.
- Call the police if you believe a driver is following you or harassing you.

Information about the Drive Safe Chicago Contest, including contest rules and entry form, can be found at www.nrsf.org/contests/drive-safe-chicago.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 60 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 programs 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 more information or to download free programs, visit 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 2027 public show will be Feb. 13-21, 2027 at McCormick Place. For more information and the latest updates, visit www.ChicagoAutoShow.com or Facebook.com/ChicagoAutoShow.com.