



Media Contact: David Reich 212 573-6000
david@nrsf.org

NEW CONTEST, DRIVE SAFE ATLANTA, INVITES TEENS TO HELP SPREAD MESSAGE ABOUT DANGERS OF DISTRACTED DRIVING

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

ATLANTA, Jan. 4, 2017 -- Teens from Atlanta and throughout the state of Georgia are being invited to help spread the word about the dangers of distracted driving in the first *Drive Safe Atlanta* PSA Contest. The contest, sponsored by The National Road Safety Foundation in conjunction with the Atlanta International Auto Show, which runs from March 22 – 26, 2017, invites teens ages 14 through 19 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 with winner to turn the idea into a finished TV public service spot that will debut at the Atlanta International Auto Show before airing on more than 220 TV stations nationwide.

A 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 for crashes," said Shayne Wilson, President of the Metro Atlanta Automobile Dealers Association and Show Manager for the Atlanta International Auto Show. "It is our hope that the *Drive Safe Atlanta* contest engages young people to be messengers to their peers and to all drivers that distracted driving is dangerous driving."

Teens who live in Georgia 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 Jan. 2 and the deadline is Feb. 27, 2017. All contest entrants will receive two free tickets to the Atlanta International Auto Show.

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. "We hope *Drive Safe Atlanta* will engage young people to spread the message and change behavior, not only among teens but among all drivers."

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

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 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 Atlanta International Auto Show. The Atlanta International Auto Show is preparing to celebrate their 35th Anniversary during the 2017 show, scheduled for March 22-26, 2017. This showcase of over 500 new 2017 import and domestic cars, light trucks, vans and sports utility vehicles will have over 23 different manufacturer lines represented. It is the one of the largest events of its kind in the Southeast and the largest consumer show held annually at the Georgia World Congress Center.

* * *