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NEW CLASSROOM CONTEST EDUCATES STUDENTS ON THE DANGERS OF DISTRACTED WALKING

**The National Road Safety Foundation Launches DeFEET Distractions –
A New Classroom Program about the Dangers of Distracted Walking, Featuring a Poster Contest for
Students in Grades K–5 and Classroom Resources for Educators**

NEW YORK, Feb. 5, 2018 — A nationwide contest called DeFEET Distractions, sponsored by non-profit The National Road Safety Foundation, is now open to engage students and educators in grades K–5 in a conversation about distracted walking and pedestrian safety. Pedestrian incidents, including those involving cars, are responsible for hundreds of thousands of injuries every year.

The contest invites students, working with their teachers and/or parents, to develop a visual message – a poster or collage – that speaks to their peers and pedestrians of all ages about safe, distraction-free walking. Scholastic, the global children’s publishing, education and media company, will host the contest at www.scholastic.com/defeetdistractions and will provide classroom resources and lesson plans for educators about distracted walking.

The national student winner of the DeFEET Distractions contest will receive a \$500 gift card and his or her educator will receive a \$250 gift card. One runner-up from each grade, K–5, will win each a \$150 gift card and their educators will win \$100 gift cards, respectively.

“With the growing popularity of hand-held devices among younger children, the risks of injury from distracted walking have increased,” said Michelle Anderson, Director of Operations at The National Road Safety Foundation. “This contest is a fun way for teachers and parents to get their kids engaged in learning and sharing important messages about safe walking.”

Deadline for contest entries is April 2, 2018. For complete contest rules, entry forms, pledge sheets, and accompanying lesson plans, visit www.scholastic.com/defeetdistractions or www.nrsf.org/tweena/contest. No purchase is necessary and void where prohibited.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 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.

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