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VENTURA COUNTY TEEN WINS “DRIVE SAFE LOS ANGELES” PSA CONTEST

**18-Year-Old from Bell Canyon Wins \$2,000 for Distracted Driving T.V. Spot Concept,
PSA to Debut at 2017 Los Angeles Auto Show Before Airing Nationwide**

NEW YORK, Nov. 30, 2017 -- Franklin Reitzas has seen the tragic aftermath of distracted driving crashes while doing ride-alongs with police while he was in the Explorer youth program run by the L.A. County Sheriff's Department. So when the Bell Canyon teen, who is taking courses through UCLA to become certified as an EMT, heard about the Drive Safe Los Angeles PSA Contest that asked southern California teens for ideas about distracted driving public service messages, he already had a close-up perspective on the problem. He entered on a lark, never expecting to win.

Reitzas, 18, learned he had won the contest while in New York, where he plans to study hospitality and tourism at NYU. He won a \$2,000 prize and worked with the Emmy Award-winning producer of the nationally-syndicated TV show *Teen Kids News* to make his idea into a 30-second public service announcement that will air on 150 TV stations nationwide after its debut at the LA Auto Show.

“Distracted driving is a serious problem that needs to be addressed at all levels, beginning with hyper-connected teens who are entering the driver’s seat,” said Lisa Kaz, President and CEO of AutoMobility LA and the LA Auto Show.

More than 3,300 people are killed every year due to distracted driving, according to The National Highway Traffic Safety Administration. Understanding that distracted driving remains a serious issue, Reitzas’ winning concept, titled “Not an Ordinary Day,” shows a teen driving home from school as she does every day. She has never been in a crash, and as she is less than 500 feet from home, she feels confident she won’t be in a crash now. She looks down at her phone to respond to a text, because she thinks that she’ll arrive home safely, as she does every day. The scene shifts to a week later and she is making the same uneventful drive home. As she nears her house, she looks at her phone to read a text. But on this day, when she looks back up from her

phone she sees a boy crossing the street in front of her. As she comes to a screeching stop, the screen goes to black and words come up warning “Distracted Driving Kills.”

Jarrold Lord, 18, of Burbank, is runner-up and won \$1,000.

The Drive Safe Los Angeles PSA Contest, now in its third year, is organized and sponsored by The National Road Safety Foundation, a non-profit whose mission is to encourage people to drive safely. It is promoted by the organizers of the LA Auto Show, which opens Dec. 1 at the Los Angeles Convention Center and runs through Dec. 10. Reitzas’ public service announcement will be shown at The National Road Safety Foundation’s exhibit at the LA Auto Show on Sunday, Dec. 3.

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 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 launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2017 will take place at the Los Angeles Convention Center Nov. 27-30, with manufacturer vehicle debuts intermixed. LA Auto Show 2017 will be open to the public Dec. 1-10. AutoMobility LA is where the *new* auto industry gets business done, unveils groundbreaking new products and makes strategic announcements in front of media and industry professionals 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, via Facebook at facebook.com/LAAutoShow or on Instagram at <https://www.instagram.com/laautoshow/> and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com/>

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