

Drive2Life PSA Contest



Student
and
Teacher
Prizes!

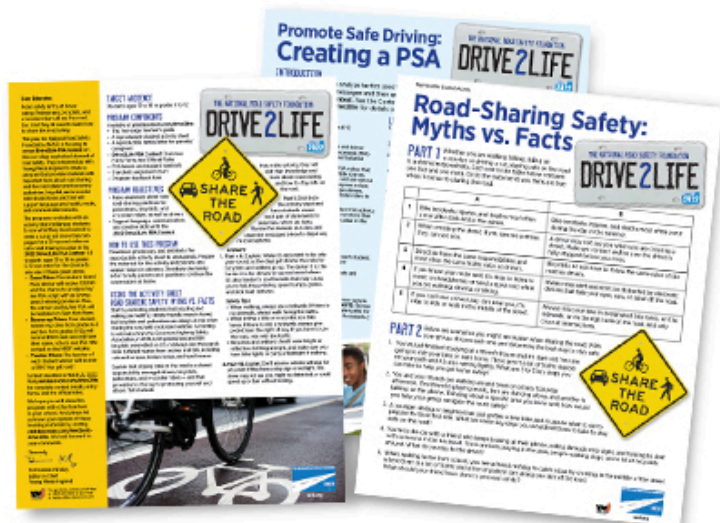
Help Raise Awareness About Road-Sharing Safety

Download the free lessons and contest details

Dear Educator,

Road safety isn't just driver safety. Pedestrians, bicyclists, and e-scooter riders all use the road, too. And they all need to learn how to share the road safely to help keep your community safe.

This year, National Road Safety Foundation (NRSF) is focusing its **Drive2Life Contest** on road-sharing safety. NRSF has teamed up with the curriculum specialists at Young Minds Inspired to create lessons that provide students with facts about road sharing along with road safety practices every pedestrian, bicyclist, and e-scooter rider should know.



Students ages 13 to 19 in grades 6-12 are encouraged to use what they learn to create a written script no more than two pages for a 30-second Public Service Announcement (PSA) video on road-sharing safety to enter in the **2022 Drive2Life PSA Contest**. Complete contest details, entry forms, and the official rules can be found at the link below. Contest entrants and teachers have the chance to win great prizes.

- One grand prize winner will receive \$2,000 and the chance to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video! Plus, the winner and his/her PSA will be featured on *Teen Kids News*.
- Four **student runner-up** (two from grades 6-8 and two from grades 9-12) will receive \$500 each and will have their name, school, and PSA title posted on the NRSF website.
- The **teacher of each student winner** will receive a \$100 Visa gift card!

Contest deadline: March 21, 2022.

Download the free activities and contest details at ymiclassroom.com/drive2life

We hope that you will share this program with other teachers in your school to compliment language arts, health, media, and communications lessons. And please let us know your opinion of these learning materials by visiting ymiclassroom.com/feedback-drive2life. We look forward to your comments and your students' entries.

Sincerely,
Dr. Dominic Kinsley
Editor in Chief
Young Minds Inspired



NO PURCHASE NECESSARY. Void where prohibited. The Drive2Life PSA Contest ("Contest") is open to students ages 13 to 19 who are currently enrolled in grades 6-12 in one of the 50 United States or the District of Columbia, who are residents of the United States, and who attend a public school, accredited private school, or home school in compliance with the laws of its state. To enter the Contest, each student must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to encourage drivers, pedestrians, bicyclists, and e-scooter riders to share the road safely. One entry per person. One Grand Prize student winner will receive \$2,000 plus the chance to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video. Four Runner-up student winners (two from grades 6-8 and two from grades 9-12) will receive \$500 each. (Total ARV of student prizes: \$4,000.) The teacher of each winning student will receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$500). Entry Period: 12:01 a.m. ET January 17, 2022 at 11:59 p.m. ET to March 21, 2022 at 11:59 p.m. ET. Mail entries must be postmarked by March 21, 2022, and received by March 28, 2022. Entries submitted online must be received by 11:59 p.m. ET on March 21, 2022. See complete Official Rules at ymiclassroom.com/drive2life

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