

INDIANA TEEN WINS CHICAGO AUTO SHOW'S

"DRIVE SAFE CHICAGO" PSA CONTEST

16-year-old Rachel Diaz wins \$2,000 from The National Road Safety Foundation and chance to work with Emmy-winning producer to create video that airs nationwide

CHICAGO, February 2, 2015 -- A high school junior from Portage, IN has been named winner of the first Drive Safe Chicago PSA Contest, sponsored by the Chicago Auto Show and The National Road Safety Foundation, a non-profit group that promotes safe driving.

The contest invited teens to submit ideas for a 30-second video public service announcement that reminds viewers not to drive distracted.

Rachel Diaz, 16, a junior at Porter County Career Center in Valparaiso, IN receives a \$2,000 award from The National Road Safety Foundation. She also will work with an Emmy Award-winning TV producer to turn her winning script into a finished ad that will air nationwide. The winning spot will debut on the social media video wall at the Chicago Auto Show, which runs from February 14th – 22nd.

Rachel's winning concept, chosen from dozens of entries, shows four teens approaching a car. We see the keys unlocking the door and seat belts being fastened. As the car begins to drive away, we see and hear the teens talking and laughing loudly. As the chatter gets louder, we see the teen driver getting distracted and becoming anxious as she tries to concentrate on driving. We hear the driver's heartbeat getting louder and faster, and we see the driver's eyes getting a frantic look before she shuts her eyes tightly, trying to close out the noise and commotion in the car. The screen fades to black as all the noise abruptly stops. Text comes on the screen saying: "Distracted Driving: It's more than Texting."

"We chose this concept because it shows that there are many things that can distract a driver," said David Reich of The National Road Safety Foundation. "Anything that takes the driver's eyes off the road and mind off driving is a distraction that can have serious consequences. And it's not only texting, which we think is an important message that teens and, indeed all drivers, must recognize."

"While it's true that today's cars are safer than ever, with many innovations that help avoid crashes and protect occupants in the event of one," said John Webb, 2015 Chicago Auto Show chairman, "driver inattention – distraction – continues to be a major factor in crashes. We hope Rachel's compelling message will help remind teens and adults that distracted driving is dangerous driving."

Diaz, who lives in Portage, IN said she didn't want to create the typical message warning about texting. "I think teens have a big issue with being distracted," she said, "and distraction can come in many forms including other teens in the car talking and fooling around. It can be as dangerous as texting and driving." Diaz, who plays drums, guitar and piano, hopes to go to college in New York City to study music management.

The runner-up, who won a \$1,000 prize, is Rachel's classmate Ryan Malarik, 16, a junior at Porter County Career Center. Vocational instructor Bob Phelps made the Drive Safe Chicago contest a class project at the school.

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. The most talked-about causes of distraction are texting and cell phone use, but drivers also can be distracted by use of other mobile devices like GPS, adjusting sound system controls, talking with passengers or even eating.

Information about distracted driving and next year's *Drive Safe Chicago* Contest can be seen at www.nrsf.org/teenlane/content/drive-safe-chicago

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. NRSF offers its material free of charge. More than a million copies of the Foundation's films and public service campaigns have been distributed for use in schools and by police, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as to corporations, the armed forces, federal, state and local government agencies.

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 Chicago Auto Show

The Chicago Auto Show is the largest auto show on the continent, spanning more than 1 million square feet of production, concept, and exotic vehicle exhibit space. In addition to hosting multiple world and North America vehicle debuts, the Chicago Auto Show's First Look for Charity raises more than \$2 million annually for 18 vital Chicago organizations in a single night. The 2015 public show will be February 14-22. For more information, visit ChicagoAutoShow.com or [Facebook.com/ChicagoAutoShow](https://www.facebook.com/ChicagoAutoShow). Media can register for the Chicago Auto Show Media Preview at chicagoautoshow.com/media/