



Contact: David Reich: david@reichcommunications.com
(212) 573-6000 / cell (914) 325-9997

TEENS INVITED TO SPREAD DISTRACTED DRIVING MESSAGE WITH RADIO PUBLIC SERVICE ANNOUNCEMENTS

National Road Safety Foundation and National Student Safety Program offer \$1,000 prize for best youth-generated ideas for Distracted Driving radio PSA

NEW YORK, March 4, 2013 -- Two national traffic safety education organizations are inviting teens to help spread the word about the dangers of distracted driving with a contest to find the best youth-generated public service messages for radio.

Entries open today for the third annual JST DRV Radio PSA Contest, sponsored by The National Road Safety Foundation and NSSP, the National Student Safety Program of the American Driver and Traffic Safety Education Association (ADTSEA).

Young people ages 14 – 18 are invited to submit a radio PSA that talks to teens about the risks of distracted driving. The winner will receive a \$1,000 and an expenses-paid trip to Portland, Maine to participate in the NSSP national youth conference in mid-July. The winning PSA will also be broadcast nationally on the air and online. Three runners-up will each receive a \$500 prize.

"Traffic crashes are the number one cause of death among U.S. teens, with 5,000 young people killed annually and thousands more injured," said Michelle Anderson of The National Road Safety Foundation. "The U.S. Secretary of Transportation has called distracted driving a national epidemic, so we this contest will encourage young people to communicate important messages about the issue to peers in their own voice."

"As today's technology enables young people to be constantly connected with friends, distracted driving is a major problem that is growing exponentially," said Jan Meeker, of the Hawaii Dept. of Education and NSSP Liaison to ADTSEA. "A quarter of all teens admit to texting behind the wheel and the highest proportion of distracted drivers in fatal crashes is those under the age of 20."

Entries, which must be received by May 31, 2013, should be recorded and must be 15 or 30 seconds in length. Entries must include a wmv file or a live link, and should be mailed to The National Road Safety Foundation JST DRV Contest, 18 East 50th St., New York, NY 10022. They can also be emailed to jstdrv@nrsf.org.

The JST DRV Radio PSA Contest is being organized by The National Road Safety Foundation, Inc., which produces traffic safety education programs that it distributes to schools, police and others free of charge, and the National Student Safety Program, which is the youth organization of the American Driver and Traffic Safety Education Association. Visit www.jstdrv.org for complete contest rules and more information about the competition. Entries by previous winners may also be heard at the site.

###

The National Road Safety Foundation, Inc.

For 50 years, The National Road Safety Foundation (NRSF), a non-profit organization, has created driver education programs and distributes them free to schools, police, traffic safety agencies, youth advocacy groups and others. NRSF has programs on speed and aggression, drinking and driving, and drowsy driving. All of its programs can be downloaded free or ordered by visiting www.nrsf.org.

National Student Safety Program

Founded more than 50 years ago, The National Student Safety Program (NSSP) is the youth organization of the American Driver and Traffic Safety Education Association. The NSSP mission is to encourage and assist students as they implement safety activities within their own schools and communities, with recognition that students have the power to unite against the menace of highway fatalities. For more information visit www.adtsea.org/nssp/