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## **THE NATIONAL ROAD SAFETY FOUNDATION AND LA AUTO SHOW® INVITE AREA TEENS TO HELP SPREAD WORD ABOUT DISTRACTED DRIVING**

**“Drive Safe Los Angeles” contest has \$2,000 prize  
and winner’s idea will be made into national TV ad**

LOS ANGELES, Aug. 28, 2017 – Teens in Los Angeles and throughout Southern California are being asked to help spread the word about the dangers of distracted driving by entering a video contest sponsored by The National Road Safety Foundation and promoted by the LA Auto Show®.

The “Drive Safe Los Angeles” contest invites teens to submit their ideas for a 30-second public service announcement video about the risks of distracted driving. The winner will receive a \$2,000 prize and will have the opportunity to work with an Emmy Award-winning TV producer who will visit the winner’s school to work with students to turn the idea into a finished TV ad. The winning spot will debut at the 2017 LA Auto Show on Sunday, December 3 before being broadcast on some 220 TV stations nationwide. The winner’s teacher or advisor will receive a \$100 honorarium.

“Distracted driving continues to be a serious risk that needs to be addressed at all levels, starting with hyper-connected teens as they begin driving,” said LA Auto Show President and CEO, Lisa Kaz. “Even as safety innovations have made vehicles safer than ever before, driver inattention and distraction continues to be a major cause of crashes. The ‘Drive Safe Los Angeles’ campaign will help generate greater awareness among teenage drivers and inspire them to share the message with their friends, families and communities.”

“Driving is not something that can be done safely while multi-tasking,” said Michelle Anderson, Director of Operations at The National Road Safety Foundation, a non-profit group that promotes safe driving. “Driving requires full attention, which means the driver’s eyes should be on the road, hands on the wheel and mind on driving at all times. Looking away from the road for even a few seconds to send or receive a text can be a mistake with deadly consequences. We look forward to seeing the creative messaging ideas young people will share to help stop distracted driving.”

Teens ages 14-19 attending school in Los Angeles and neighboring counties including Orange, San Bernardino, Ventura, Riverside and Santa Barbara are invited to enter the contest by sending a script or storyboards for a television ad that reminds people to not drive distracted. Entries must be postmarked by November 4, 2017 and received by November 10, 2017. The winner will be announced at the LA Auto Show. The runner-up will receive a \$1,000 award. All contest entrants will receive a complimentary ticket to attend the Los Angeles Auto Show, courtesy of show management.

The National Highway Traffic Safety Administration estimates that more than 3,300 people are killed every year due to distracted driving and that tens of thousands more are injured. While the most talked-about causes of distraction are texting and cell phone use, drivers also can be distracted by using GPS devices, adjusting sound system controls, talking with passengers or even eating. Among teens, traffic crashes in general are the leading cause of death.

Last year's winner, Migelle Orobia of Van Nuys, submitted an idea showing a teen driving his dog to the park to play. The cellphone rings and each time the driver reaches for the phone, the dog growls until the driver puts both hands back on the wheel. After this happens a few times, the driver decides to ignore the phone while he is driving. The final scene shows the driver and his dog playing in the park, with the tagline on the screen, "Your best friend knows, there are more important things than a text. Don't drive distracted."

Information about the Drive Safe L.A. contest is available at [www.nrsf.org](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org). For the latest show news and to purchase tickets to attend the 2017 Los Angeles Auto Show, please visit [www.laautoshow.com](http://www.laautoshow.com).

**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](http://www.nrsf.org) or [www.teenlane.org](http://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 the 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 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. 1-20. AutoMobility L.A. 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](https://twitter.com/LAAutoShow) or via Facebook at [facebook.com/LosAngelesAutoShow](https://facebook.com/LosAngelesAutoShow) 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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