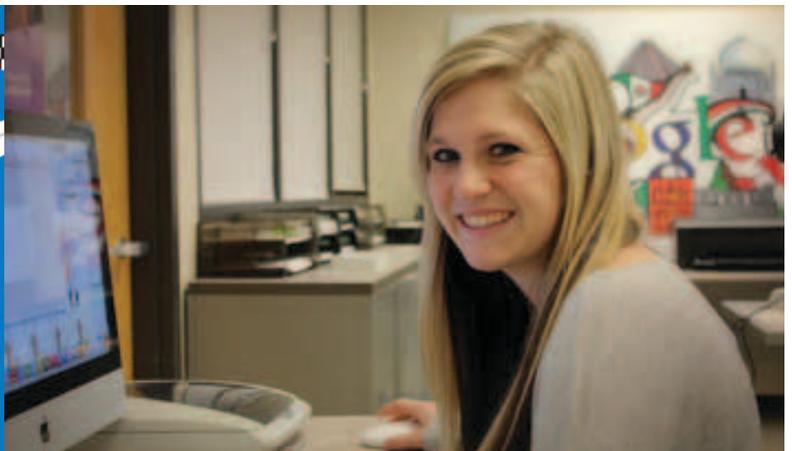


MICHIGAN TEEN WINS DRIVE2LIFE PSA CONTEST

Rebecca Rapin's concept judged best from more than 700 entries



Rebecca Rapin, a 17-year old high school student from Hudsonville, MI., has won the third annual Drive2Life PSA Contest, sponsored by The National Road Safety Foundation and Scholastic, the global children's publishing, education and media company.

The idea by Rebecca Rapin, a student in Sally Salkowski's class in printing & visual communications at Careerline Tech Center in Holland, MI., was chosen from more than 700 entries received from 41 states. In addition to a \$1,000 prize, she won a trip to New York City where she spent two days working with the producers of the nationally-syndicated TV series "Teen Kids News" to film and edit her winning idea. The PSA aired nationwide on "Teen Kids News" during National Youth Traffic Safety Month in May. The finished PSA can be seen on the NRSF website, on the home page.

Rebecca will also be featured in upcoming Scholastic classroom magazines, read by more than 800,000 students and 50,000 teachers nationwide.

Francie Alexander, Chief Academic Officer at Scholastic, said, "We know from our years of working with teachers and listening

to kids that they thrive when given projects connected to solving real-world problems. Bringing this conversation into the classroom is just another way to get students to talk about it and share ways to make a positive change in their community and country."

Four runners-up were also selected in the nationwide competition, each winning a \$500 prize. Runners-up in the 6th – 8th Grade category are Conor Joyce, 13, a 7th-grader at Hartford Middle School in White River Junction, VT, and Christopher Litrenta, 11, a 6th-grader at Neshannock Middle School in New Castle, PA. Runners-up in 8th – 12th Grade category are Michelle Tansey, 18, a senior at Bishop Denis O'Connell School in Arlington, VA and Stephanie Miller, 18, a senior at Careerline Tech Center in Holland, MI, the same school as our grand prize-winner.

ELECTRONICS, TEEN PASSENGERS ARE TOP DISTRACTIONS FOR TEEN DRIVERS

A new study by the AAA Foundation for Traffic Safety finds that the use of electronic devices is the leading cause of distraction among teen drivers, with teen girls twice as likely as boys to use cell phones or other electronic devices while driving.

The study shows that talking on the phone or texting while driving is the most common distraction among young drivers. Other common distractions are adjusting controls, grooming, eating or drinking, or engaging in horseplay or loud conversations with passengers.

The presence of other teens can be extremely distracting to novice drivers, according to another recent study released by the AAA Foundation.

Compared to driving with no passengers, the risk of a teen having a fatal crash increases by 44 percent when there's a passenger under 21 in the car. The risk doubles, the study says, when there are two teen passengers, and quadruples when there are three or more passengers under 21.

The findings emphasize the importance of graduated driver licensing laws for young drivers. "Police can cite teen drivers for violating GDL restrictions if they pull them over for other reasons," said Jonathan Adkins of the Governors Highway Safety Association. "But it's difficult for officers to stop drivers with teen passengers just because they look young."

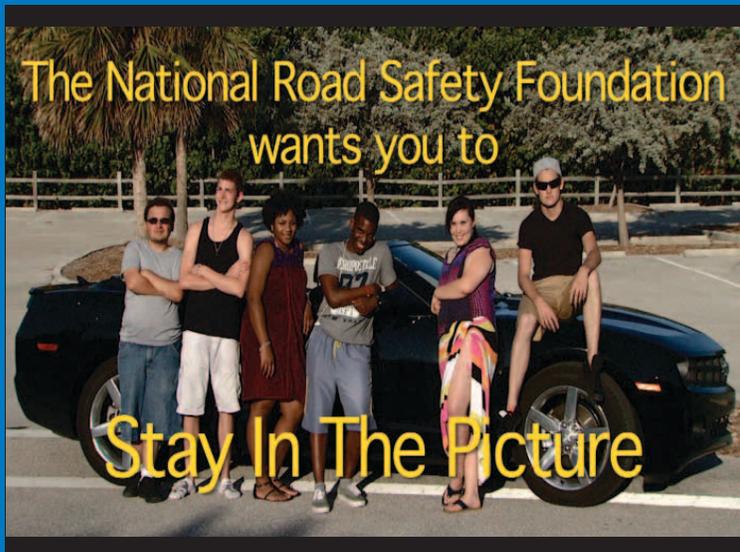


The real burden of enforcement falls on parents of teen drivers. NRSF believes education – for teen drivers and their parents – is a key element of ensuring our young people are safe drivers.

“STAY IN THE PICTURE” AT PROM TIME

New program from NRSF puts focus on staying safe during prom/graduation celebrations

NRSF is pleased to introduce its newest program for young drivers, just as the graduation and prom season gets underway. “Stay in the Picture,” a program based around a 7-1/2 minute video, tells stories of how dangerous driving behavior can turn what should be one of life’s happiest times into a tragedy.



The video dramatizes prom and summer scenarios and invites viewers to identify various mistakes made by the teens in the video – driving while exhausted and stressed, drinking and driving, speeding, and various dangerous driver distractions.

“Stay in the Picture” also tells the true story of a high school prom where a student was drowsy when he drove home after the prom and was in a crash that cost him his leg. The school now requires all prom-goers to sign a pledge for an alcohol- and drug-free prom. All students must pass a breathalyzer check before entering the party. Siena, the student who tells the story, says the proms have been great fun, even with the new rules.

“Stay in the Picture” is available now for free download at www.nrsf.org. DVD copies are also available at no charge by contacting us at info@nrsf.org.

NEW NRSF PROGRAM AIMS AT PRE-TEEN PEDESTRIAN SAFETY



A new program on pedestrian safety aimed at pre-teens is currently being completed and will be ready for distribution during the summer.

Using the tagline, “Look,Think!” the program features a series of brief video clips with the Look,Think Superhero, who appears just as a potential tragedy is about to occur. He stops the action, discusses what the young people could have done differently to avoid the tragedy (such as looking both ways for traffic before running into the street to chase a ball), and then gives them a chance to try again.

The New York City Department of Transportation’s Safety Education Unit assisted with advice as the videos were being produced, and the first “Look,Think!” clips will be used during the NYC DOT’s youth outreach programs this summer.

Watch the NRSF website to see when “Look,Think!” becomes available for free download.

CONGRESS MOVING TO SUPPORT GDL FOR YOUNG DRIVERS

The U.S. Senate passed, late in March, the surface transportation reauthorization bill (S – 1813) which includes a \$22 million incentive program to encourage states to adopt Graduated Driver Licensing (GDL) systems, along with a \$39 million grant to encourage states to pass distracted driving laws.

The House of Representatives is developing its own legislation that, as of this writing, also contains incentives for states to adopt graduated driver licensing.

NRSF has been supportive of legislation that bans texting while driving and encourages strong GDL systems.

NEW ADTSEA DRIVER ED CURRICULUM INCLUDES NRSF PROGRAMS

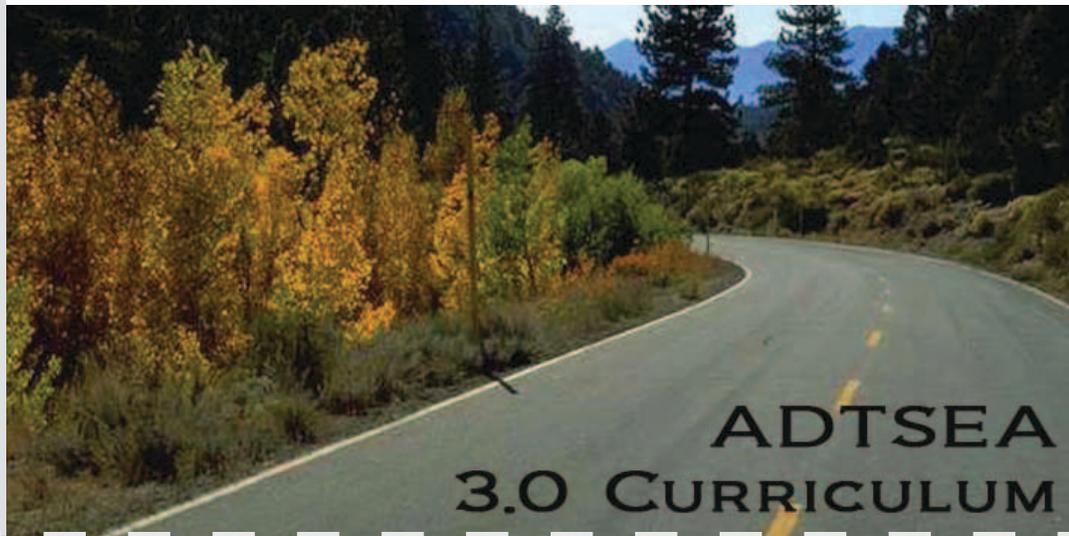
The new “Curriculum 3.0” that will be introduced June 1 by the American Driver Training Safety Education Association (ADTSEA), the national organization representing driver education instructors, will include program material from the National Road Safety Foundation. In particular, much of our material on distracted driving, including “Generation tXt,” is incorporated into the official curriculum.

NHTSA and Sec. of Transportation Ray LaHood have reviewed the ADTSEA material and commented on how good it

is. ADTSEA CEO Allen Robinson tells us the NRSF program material helped win high praise for the new curriculum.

“We’re including many components from The National Road Safety Foundation’s material,” said Dr. Robinson. “We chose it because it is some of the most up-to-date material available and it is presented well, with specific messaging for young drivers. It talks to students the way they talk to each other.”

For more info on the new ADTSEA curriculum, click on <http://www.adtsea.org>



The National Road Safety Foundation continues to support the annual World Traffic Safety Symposium at the New York Automobile Show every spring. Part of our support includes the presentation of a scholarship check to winners of a college student safety design competition that is run in conjunction with the Symposium.



NRSF ON THE ROAD



March began event season for NRSF. We are participating in several conferences, where we will present our programs and offer them, free of charge, to attendees. We will be at major gatherings of driver ed teachers, school principals and administrators, police officers, traffic safety advocates and youth empowerment organizations.

If you plan to be at any of the conferences listed below, please look for the NRSF exhibit and stop by to say hi to Michelle Anderson and David Reich.

CONFERENCE SCHEDULE

JUNE

6/14 - 6/16	Lifesavers	Orlando, FL
6/24 - 6/27	SADD Students Against Destructive Decisions	Torrance, CA

JULY

7/8 - 7/12	FCCLA Family, Career, Counseling Leadership Association	Orlando, FL
7/14 - 7/16	NSSP National Student Safety Program	Appleton, WI
7/16 - 7/19	ADTSEA American Driver Traffic Safety Association	Appleton, WI
7/15 - 7/20	NASRO National Association of School Resource Officers	Reno, NV

AUGUST

8/22 - 8/25	NAWHSL National Association of Women Highway Safety Leaders	Baltimore, MD
8/26 - 8/29	GHSA Governors Highway Safety Association	Baltimore, MD

OCTOBER

10/14 - 10/17	NYSHSC	Lake Placid, NY
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