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## **FOR IMMEDIATE RELEASE**

### **Safety Center Receives Grant from The Allstate Foundation**

*High School Students Are Empowered to Lead Positive Teen Safe Driving Campaigns*

**Sacramento, CA** (September 29, 2014) Safety Center received a grant from The Allstate Foundation to raise awareness around teen safe driving. This grant will fund California Teen-to-Teen Safe Driving Campaigns in the Sacramento, Central Valley and Inland Empire areas. The grant will support high school contests in each area where student leaders create a positive teen safe driving message and activities to engage their peers, parents and the community in a month-long teen safe driving campaign. Winning schools conduct pre- and post-surveys to measure their campaign's effectiveness in making traffic safety a priority for teen drivers and passengers.

For the last four years The Allstate Foundation has sponsored Safety Center's youth-led teen safe driving campaign. Teen-to-teen campaigns are successful because students see the power of peer influence in creating positive outcomes by reinforcing values that support teen safe driving decisions.

Ronald E. McNair High School students earned the overall 2014 Campaign Winner banner by accumulating the most points. Youth leaders used t-shirt competitions, stickers, a pledge activity and ongoing public service announcements to reach everyone on campus with their teen safe driving message. Hash tag "#MIND2014" (McNair Informing New Drivers 2014) was created for students to share their thoughts on teen safe driving behaviors and to post pictures of campaign activities. Students sent emails to get parents and guardians to reinforce teen safe driving messages and hosted a distracted driving rally attended by Stockton mayor Anthony Silva.

In the 2013-2014 contests, 51 school leaders enrolled in the teen-to-teen campaigns and surveys showed an average increase of 19.3% in safe driving behavior. Go to Safety Center's web page [www.teensafedrivingcampaign.org](http://www.teensafedrivingcampaign.org), for contest entry forms and resources.

#### **About Safety Center:**

Safety Center Incorporated is a 501(c)(3) not-for-profit organization founded in 1934 whose mission is to reduce injuries and save lives by empowering our community to make positive life changing decisions. For more information, visit [www.safetycenter.org](http://www.safetycenter.org) or call 800.825.7262.

#### **About The Allstate Foundation**

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit [www.AllstateFoundation.org](http://www.AllstateFoundation.org).

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