



SAFETY CENTER
INCORPORATED
*Promoting Lifelong
Safety & Health*

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FOR IMMEDIATE RELEASE

Safety Center's Youth-Led Teen Safe Driving Campaigns Receive an Allstate Foundation Grant in California

Empowering high school students to create positive peer-to-peer messages

Sacramento, CA (October 2015) – Safety Center received a grant from The Allstate Foundation to raise awareness around teen safe driving. The grant will support Teen-to-Teen Safe Driving Campaigns California. During the month-long campaign, student leaders create positive safe driving message and plan activities to engage their peers, parents and the community. Winning schools conduct pre- and post-campaign surveys to measure their effectiveness in making traffic safety a priority for teen drivers and passengers.

The funding, in its fifth year, provides support to three Teen-to-Teen Safe Driving Campaign contests. The northern and southern California contests will run in October 2015 and central California in March of 2016. Those participating in the contest can win cash prizes for their school.

One activity during the campaign is the 21 day Challenge. Parents are role models for safe driving behavior, yet recent studies show a higher rate of cell phone use by adults in the driver seat. Teens challenge their peers and parents to turn off cell phones when they are the driver or passenger in a motor vehicle for 21 consecutive days. The goal of the challenge is for teens and parents to share a commitment to safe habits as passengers and drivers.

Youth are also encouraged to reach out to the community and local government to increase awareness about Graduated Driver Licensing (GDL) as a set of best practices for preventing teen car crashes. One of the deadliest distractions for young drivers is teen passengers. Youth leaders can educate organizers of sporting and community events on the importance of developing strategies with parents to make sure all event participants have a safe ride home.

For More Information, Contact: Gail Kelly at Safety Center, 916-438-3381 or gail@safetycenter.org, www.safetycenter.org



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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.

About Safety Center Incorporated

Safety Center Incorporated is a 501(c)3 organization founded in 1934 to reduce injuries and save lives by empowering our community to make positive life changing decisions. For more information visit www.safetycenter.org or call 800.825.7262.

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