



FOR IMMEDIATE RELEASE

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Program Designed To Keep More Teens Alive

*The Allstate Foundation Partners With Students Against Violence Everywhere (SAVE)
to Promote Teen Safe Driving*

Raleigh, N.C., (April 15, 2010) — The Allstate Foundation and Students Against Violence Everywhere (SAVE) chapters in Illinois and Wisconsin are partnering in their efforts to increase youth safety and promote teen safe driving. This partnership is promoting youth safety activities and teen safe driving awareness campaigns during key times of the year such as prom and graduation.

The Mukwonago High School SAVE Chapter in partnership with local Allstate Agents is participating in the National Youth Traffic Safety Month Community Safe Driving Rally in May. There will be informational presentations from local law enforcement, safety personnel and teen safe driving advocates. Events will include a texting-while-driving-obstacle course; wearing goggles (to simulate drunken driving) while driving an obstacle course; signing a safe driver's contract and door prizes.

SAVE is a peer to peer organization that strives to increase youth involvement in their own safety efforts. SAVE believes in the power of positive peer influences. According to a recent Allstate Foundation report, **when it comes to teen safe driving, peers are a major influence on teens – both positive and negative. Nearly half said they are sometimes distracted by passengers (47 percent), and nearly as many said they drive more safely without friends in the car (44 percent). More than half (53 percent) said friends would be the most effective influence in getting them to drive more safely.**¹

“By empowering teens to become smart driving activists in their schools and communities, we hope to reverse the staggering statistics,” said Bill McGrath, Regional Sales Leader for Allstate’s Midwest Region of Illinois, Minnesota and Wisconsin. “Through The Allstate Foundation, we seek to develop innovative, teen-informed approaches to raise awareness of the issue and ultimately, to help save lives and reduce injuries.”

SAFETY TIPS FROM TEENS FOR TEENS

Teen Safety While Driving

- **Avoid distractions.** Talking or texting on your cell phone while driving gives you the reaction time of a 70-year old. Texting a friend, eating a cheeseburger and listening to loud music increases your chance of crashing.
- **Be defensive.** Leave room between you and the cars around you.
- **Wear your seat belt.** Research has shown that wearing lap/shoulder belts can reduce the risk of dying in a crash by 45%.
- **Remember that driving anytime can be dangerous.** Even driving home from school can be deadly! Teens are most at risk between 3 pm and midnight.
- **Slow down!** You're not invincible.
- **Speak up if your friend is driving like a maniac or wants you to!** Don't let your silence be the last thing either of you hears.
- **Realize that a crash really can happen to you.** Make good choices when you are behind the wheel. They may just save your life. Or your friend's life.

"Kids today have to spread the news about how to drive smarter and Allstate Foundation support will help to provide our SAVE chapter with the tools needed to do that," said Amanda Krebsbach Jordan, a recent graduate of Mukwonago High School (WI) and member of the National SAVE Youth Advisory Board. "This partnership with The Allstate Foundation will assist students in finding real solutions to the issues of teen safe driving that they face each day," stated Dr. Pamela L. Riley, Executive Director of SAVE. Past Allstate Foundation partnerships have benefited SAVE schools in North Carolina, South Carolina, New Jersey, Pennsylvania, Indiana, Illinois, Nevada, Michigan, Minnesota, Texas, Oklahoma, Utah, Wisconsin, California, Colorado, Wyoming, Kansas, and Ohio.

With support from Allstate Agents and employee volunteers, SAVE chapters in Illinois and Wisconsin will be able to provide leadership school-wide to ensure that all students will be encouraged and empowered with healthy life skills while being engaged in educational activities and opportunities to promote teen safe driving and youth safety. If you are interested in volunteering, starting or supporting a SAVE chapter in your school or community or in obtaining additional safety tips for parents and students, visit the SAVE website at www.nationalsave.org or call toll free at 1-866-343-SAVE. Schools interested in participating in The Allstate Foundation/SAVE Teen Safe Driving Program should also contact SAVE.

About SAVE

SAVE started at West Charlotte High School (NC) in 1989 following the tragic death of a student who was trying to break up a fight at an off-campus party. Students met first to console each other, then as an organization to promote violence prevention and to work together to prevent future incidents from occurring. SAVE provides education about the effects and consequences of violence and engages students in safe activities that benefit them and their community. SAVE currently has over 1,800 chapters in 47 states, with over 200,000 members. The National Association of SAVE is a student-run, student-initiated violence prevention organization that operates out of Raleigh, NC. Additional information on SAVE can be reviewed at www.nationalsave.org or calling toll free 866.343.SAVE.

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. The Allstate Foundation partners with non-profit organizations on community initiatives that promote "safe and vital communities," "tolerance, inclusion, and diversity" and "economic empowerment." Teen driving and empowering victims of domestic violence have been major initiatives for the Foundation since 2005. For more information visit www.ProtectTeenDrivers.com.

¹The Allstate Foundation: "Chronic: A Report on Teen Safe Driving 2005"