



NEWS

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ALLSTATE FOUNDATION AND STUDENTS AGAINST VIOLENCE EVERYWHERE (SAVE) PROMOTE TEEN SAFE DRIVING IN SAN DIEGO

San Diego (Tuesday, May 4, 2010) — The Allstate Foundation and Students Against Violence Everywhere chapters in San Diego are combining efforts to increase youth safety and promote teen safe driving in San Diego. At a special teen safe driving rally at Serra High School, Friday, May 7, from 10-11:15 a.m., the Allstate Foundation and SAVE will address the deadly consequences of distracted teen driving and demonstrate real-life solutions to improve teen safety.

- **X The TXT** – Senior class students at Serra High will be able to X The TXT, i.e. take the pledge to eliminate cell phone texting while behind the wheel. In the past six months, this national pledge campaign has brought more than 65,000 people from across America to affix their thumbprint to pledge banners in a visual vow to keep their cell phones stowed while driving. X The TXT thumb bands that students will receive are everyday reminders of this commitment to eliminate distractions while driving.
- **Key Stats** – Special SAVE teen driving statistics visually displayed on posters and banners, taken from the halls of Serra High where they've been highlighted leading up to this event.
- **Demolished Auto** – A demolished vehicle—the result of a drunk driving accident—will be on campus for students to see the harsh reality of the unsafe driving consequences. Mothers Against Drunk Driving will speak on the importance of sound decision-making skills.

More than 5,000 teens are killed annually in car crashes, according to U.S. transportation statistics. It's the leading cause of death among teens. In a recent Allstate Foundation report, when it comes to teen safe driving, peers are a major influence on teens, in both positive and negative ways. Nearly half—47 percent—said they are sometimes distracted by passengers and almost as many—44 percent—said they drive more safely without friends in the car. More than half—53 percent—said friends would be the most effective influence in getting them to drive more safely. *

"Because of the Allstate Foundation, teens are better able to educate their friends about the risks of distracted driving and reducing teens' risks while driving," said Cherise McCaskill, a senior at Serra High School and SAVE Chapter Member.

"These activities will help teens find real solutions to the issues of safe driving that they face each day," according to Dr. Pamela L. Riley, Executive Director of SAVE.

"By empowering teens to become smart driving activists in their schools and communities, we hope to reverse the staggering statistics," said David James, exclusive agent with Allstate in San Diego. "The Allstate Foundation seeks to develop innovative ways to raise teen awareness of the dangers of distracted driving, and increase safe driving habits to help save lives and reduce injuries."

SAVE DRIVING SAFETY TIPS FOR TEENS

- **Avoid distractions.** Talking or texting on a phone while driving creates the reaction time of a 70-year old. Teens using a cell phone while driving is against the law in California. Texting, eating a cheeseburger or listening to loud music all increase the chance of crashing.
- **Be defensive.** Leave room between you and the cars around you.
- **Wear the seat belt.** Research has shown that wearing lap/shoulder belts can reduce the risk of dying in a crash by 45 percent.
- **Driving can be dangerous anytime.** Even driving home from school can be deadly. Teens are most at risk between 3 pm and midnight.
- **Slow down.** No one is 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 friends'.

With support from Allstate agents and employee volunteers, SAVE chapters in San Diego 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.

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. The SAVE Chapter at Serra High School has focused on team-building skills and training during this school year. The students worked on a coat drive to benefit the Alpha Project of San Diego and won first place in the annual Unity in Action contest organized by the San Diego Regional Hate Crimes Coalition. The SAVE chapter planned events during Black History Month as well as a teen pregnancy awareness event.

The Monique Palmer SAVE Chapter will join with San Diego City Council and other area high schools to promote safe driving in the month leading up to prom. Plans include mailings and internet public service announcements which began in February.

Past Allstate Foundation programs have benefited SAVE schools in North Carolina, South Carolina, New Jersey, Pennsylvania, Indiana, Illinois, Nevada, Michigan, Minnesota, Texas, Oklahoma, Utah, Wisconsin, Colorado, Wyoming, Kansas, and Ohio.

Anyone interested in volunteering, starting or supporting a SAVE chapter in their school or community, or in obtaining additional safety tips for parents and students, can contact SAVE at www.nationalsave.org or 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 1,879 chapters in 47 states, with over 215,650 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"