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MEDIA ADVISORY

Biloxi High School SAVE Chapter to conduct Teen Safe Driving Activities on March 30, 2012

- WHO:** Teen members of the SAVE Chapter at Biloxi High School in Biloxi, MS
- WHAT:** Sponsored by the Allstate Foundation, Biloxi High School's SAVE Chapter will host "Project Impact," a Teen Safe Driving event on March 30, 2012. Activities will include a Driving Under the Influence reenactment with the assistance of local law enforcement, fire department, and hospital. Allstate agent Ross Maxwell will be on hand to speak with students about dangers of distracted driving. The SAVE Chapter is advised by Officer Daisy Watson.
- HOW:** Media is invited to speak with students about safe driving tips for all teens and the challenges and consequences of unsafe teen driving habits.
- WHEN:** **Friday, March 30, 2012**
1:00 pm - 2:15 pm
- WHERE:** Biloxi High School
1845 Richard Dr.
Biloxi, MS 39532
- WHY:** Texting is one of the most dangerous distractions facing drivers today, particularly among teens, of which car crashes are the number one killer. According to a recent Allstate Foundation study, 49 percent of driving teens admit to being extremely distracted by texting and instant messaging while driving. And, the National Highway Traffic Safety Administration reports driver distraction contributes to 25 percent of all police-reported traffic crashes.

About the National Association of Students Against Violence Everywhere:

SAVE started at West Charlotte High School in Charlotte, N.C. 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 helps provide safe activities for students, parents and communities. For more information on SAVE or starting a SAVE chapter, visit www.nationalsave.org, or contact SAVE at (866) 343-SAVE to receive free start-up materials and guidance.

About the Allstate Corporation:

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