Contact: James Wise, Chapel Hill High School
E-mail: jwwise@chccs.k12.nc.us
Phone: 919-929-2106 x41270

John Heid, Sr. Communications Consultant
E-mail: john.heid@allstate.com
Phone: 678-589-6102

MEDIA ADVISORY

**Chapel High School SAVE Chapter to conduct
Teen Safe Driving Activities on May 3, 2012**

WHO: Teen members of the SAVE Chapter at Chapel Hill High School in Chapel Hill, NC

WHAT: Sponsored by the Allstate Foundation, the Chapel Hill High School SAVE (Student Against Violence Everywhere and Students Against Destructive Decisions) Chapter is sponsoring a Mock Crash on Thursday, May 3, 2012. This event is targeted at all Juniors and Seniors to raise awareness of the dangers of Impaired and Distracted driving. The event will consist of several speakers from a medical and law enforcement prospective in Hanes Auditorium and a staged Crash Scene set up in the football stadium. The crash scene will be played out in real time like an actual crash with emergency personnel responding and performing rescue operations and an "arrest" of the drunk driver. One of the culminating pieces of the Crash is the landing of the UNC Air Care Helicopter on the Football Field to provide transport to one of the more seriously injured crash victims. Over the years this has been a powerful and effective way to focus students attention on their driving and decision making at this time of the school year filled with celebrations and excitement.   Assisting with this event is the Chapel Hill Fire Department, Chapel Hill Police Department, Carrboro Fire Department, Carrboro Police Department, Orange County EMS, UNC Air Care, NC State Highway Patrol, Orange County Sheriff's Department and Talbert's Towing. The SAVE Chapter advisor is Mr. Jim Wise.

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: Thursday, May 3, 2012
1:00 pm - Hanes Auditorium
2:00 pm - football stadium

WHERE: Chapel Hill High School
1709 High School Rd
Chapel Hill, NC 27516

WHY: Distracted and impaired driving is one of the most serious dangers facing drivers today, particularly 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:
The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer known for its "You're In Good Hands With Allstate®" slogan. Now celebrating its 80th anniversary as an insurer, Allstate is reinventing protection and retirement to help nearly 16 million households insure what they have today and better prepare for tomorrow. Consumers access Allstate insurance products (auto, home, life and retirement) and services through Allstate agencies, independent agencies, and Allstate exclusive financial representatives in the U.S. and Canada, as well as via www.allstate.com and 1-800 Allstate®.

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