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MEDIA ADVISORY

Highland School of Technology SAVE Chapter to conduct Teen Safe Driving Activities April 16-20, 2012

- WHO:** Teen members of the SAVE Chapter at Highland School of Technology in Gastonia, NC
- WHAT:** Sponsored by the Allstate Foundation, Highland School of Technology students to join the more than 125,000 Americans who have pledged not to text and drive through Allstate's "X the TXT" campaign by adding their thumbprints to a pledge banner as a symbol of their promise not to text and drive. Thumb bands given to participants serve as daily reminders to put their cell phones down behind the wheel and stay focused on the road. The SAVE Chapter is advised by Ami Parker.
- 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:** **April 16-20, 2012**
11:45 am - 1:45 pm
- WHERE:** Highland School of Technology
1600 N. Morris St.
Gastonia, NC 28053
Cafeteria
- 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:

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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