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## MEDIA ADVISORY

### Princeton High School SAVE Chapter to conduct Teen Safe Driving Activities on March 26, 2012

- WHO:** Teen members of the SAVE Chapter at Princeton High School in Princeton, NC
- WHAT:** Sponsored by the Allstate Foundation, Princeton High School's SAVE Chapter will host the UNITE group of Michigan's "Arrive Alive 2012 Tour" which focuses on the necessity of safe driving and making wise decisions while driving. Activities will include the use of a distracted driving simulator, speakers, a video presentation and a pledge to be a safe driver. Allstate agent Marianna Weigand of Goldsboro, NC will be on hand to speak with students about dangers of distracted driving. The SAVE Chapter is advised by Heather Richards.
- 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:** **Monday, March 26, 2012**  
**8:00 am - 3:00 pm**  
**\* Media may want to attend event kick-off at 8:00 am**
- WHERE:** Princeton High School  
101 Dr. Donnie H Jones Jr. Blvd  
Princeton, NC 27569
- 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](http://www.nationalsave.org), or contact SAVE at (866) 343-SAVE to receive free start-up materials and guidance.

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