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MEDIA ADVISORY

Jackson, MS Allstate agent urges Provine High School Students to “X the TXT” and have a Safe Prom

WHO: Teen members of the SAVE Chapter at Provine High School in Jackson, MS

WHAT: Sponsored by the Allstate Foundation, Provine High School's SAVE Chapter will host a Teen Safe Driving event on May 8, 2012. Activities will include the use of fatal-vision goggle demonstrations and an X the TXT campaign with the assistance of the Mississippi Department of Transportation. Participating Prom students will sign the “Provine’s Prom SAVE Promise” banner. The banner entitled “X the TXT” will be posted at the prom on May 11, 2012. All signees will receive an “X the TXT” t-shirt, which will be worn to school on May 10th, a day before the prom. Their signatures on the pledge banner will serve 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. Allstate agent Samuel James of the Steven James Agency will be on hand to speak with students about the dangers of distracted driving. The SAVE Chapter is advised by Levi Williams.

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: Tuesday, May 8, 2012, 2:30 pm

WHERE:

Provine High School
2400 Robinson St
Jackson, MS 39209
Campus Gymnasium

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,

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