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MEDIA ALERT

Central Heights High School SAVE Chapter Plans Teen Safe Driving Activities in Kansas, April 10, 2012

- WHO:** Teen members of the SAVE/SADD Chapter at Central Heights High School in Richmond, Kansas
- WHAT:** Sponsored by the Allstate Foundation, Central Heights High School's SAVE/SADD Chapter will host a Teen Safe Driving event on April 10, 2012. The Franklin County Sheriff's Department will speak to the student body about the importance of wearing seatbelts, not drinking and driving, cell phone usage while driving, and other dangerous activities while behind the wheel. Allstate agent Jeremy Schaffer will also be on hand. In conjunction, the chapter will hold a "Grim Reaper" Day. Every 32 minutes throughout the school day a bell will ring to commemorate Americans killed by impaired drivers, and the 'grim reaper' will enter a classroom and pull a selected 'victim' from the class. The victim's face will be painted white and he/she will be "dead" the rest of the school day and will not speak to anyone. A placard for each victim that says how they died will be hanging around their neck. The SAVE/SADD Chapter is advised by Bud Welch, Dan Folsom and Linda Allen.
- 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, April 10, 2012**
Franklin County Sheriff's Department will speak to students from 9:30 am - 10:30 am.
- WHERE:** Central Heights High School
3521 Ellis Rd.
Richmond, KS 66080
High School Auditorium
- 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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