



**For Immediate Release**  
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**Media Contact**  
Kristen Olsen  
732.745.0200  
[kolsen@bianj.org](mailto:kolsen@bianj.org)

**New Jersey students urge peers to drive safely**

[Insert name of your town] – Students at [Insert name of your school] are participating in the Brain Injury Alliance of New Jersey’s 7<sup>th</sup> Annual ‘U Got Brains Champion Schools Program’, in which New Jersey’s high school students are challenged to develop fun and interactive campaigns aimed at educating their peers about the importance of safe driving.

According to the National Highway Traffic Safety Administration, motor vehicle crashes are the leading cause of death and disability among teens in the United States. Since its inception in 2009, the ‘U Got Brains Champion Schools Program’ has enabled students to address this issue with their peers, and take a positive approach to make changes in their community.

[Insert information on your school’s project and goals here]

“Motor vehicle crashes remain the number one cause of traumatic brain injury in teens and young adults,” said Rita Steindlberger, President and CEO of the Brain Injury Alliance of New Jersey, “but we know that with help from our Champion Schools students and teacher advisors, we can continue to reduce those numbers.”

Over the last seven years, over 100 high schools throughout the state have developed campaigns addressing every aspect of teen safe driving ranging from powerful public service announcements and music videos, to the invention of a cellphone “safe box” that disables a car’s radio until the drivers’ cellphone is locked inside that box. You can see previous years’ projects at [www.ugotbrains/champion-schools-program](http://www.ugotbrains/champion-schools-program).

The top two campaigns, selected by a panel of judges, are awarded a grand prize-a driving simulator for their school donated by New Jersey Manufacturers Insurance Company, the founding sponsor of the program.

Additional sponsors include Allstate Insurance, New Jersey Division of Highway Traffic Safety, State Farm Insurance, New Jersey Education Association, New Jersey Teen Safe Driving Coalition, Nikhil Badlani Foundation, Six Flags Great Adventure, AAA NJ Automobile Club, AT&T and the Council on Brain Injury.

**About the Brain Injury Alliance of New Jersey (The Alliance)**

The Alliance is a statewide nonprofit organization dedicated to improving the quality of life people experience after brain injury. Since being founded in 1981 by a small group of concerned parents of children who had sustained brain injury, we’ve grown to become the primary source of information, education, advocacy, support and hope for people with brain injury and their families in New Jersey. Today our dedicated staff, board, volunteers, donors and community partners proudly serve over 10,000 New Jersey residents each year. For more information, please visit [www.bianj.org](http://www.bianj.org).