



FOR IMMEDIATE RELEASE:

[INSERT DATE]

CONTACT:

[INSERT NAME]

[INSERT #]

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[Insert a name of high school] students urge peers to drive safely

North Brunswick, NJ – Students from [Insert name of your school] are participating in the Brain Injury Alliance of New Jersey’s (the Alliance) 8th Annual ‘U Got Brains Champion Schools Program,’ in which New Jersey teens come together to create peer to peer campaigns that focus on driving safety.

Although teen driver fatalities have declined over the years, motor vehicle crashes remain the number one cause of death, according to the National Highway Traffic Safety Administration. The ‘U Got Brains Champion Schools Program’ has given New Jersey teens an opportunity to address this issue with their peers and make an impactful change in their community.

“We know that with help from our Champion Schools students and teacher advisors, we can continue to reduce the number of traumatic brain injuries and fatalities,” said Rita Steindlberger, President and CEO of the Alliance. “We applaud these students for setting a great example with their peers and helping to build a culture of safety in our high schools.”

[Insert information about your group’s campaign, project goals, etc, here.]

Since the program’s inception in 2009, over 135 schools in all 21 counties have created powerful campaigns ranging from public services announcements and music videos, to a re-creation of the popular “Mannequin Challenge,” to the invention of a “safe box” that disables a car’s radio until the drivers’ cellphone is locked away. To view projects from previous years schools, visit jerseydrives.com/champion-schools-program.

At the conclusion of the school year three winners will be selected by a panel of judges to receive a grand-prize driving simulator, donated to their school by Founding Sponsor, NJM Insurance Group.

The program is funded by the New Jersey Division of Highway Traffic Safety.

About The Brain Injury Alliance of New Jersey: The Alliance is a statewide nonprofit 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 Jerseyans each year. For more information, please visit www.bianj.org.