



FOR IMMEDIATE RELEASE:

[INSERT DATE]

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

[Insert City, State] -- Students from [insert name of your school] are participating in the Brain Injury Alliance of New Jersey's 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 year, 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 influence meaningful changes in their communities.

"We know that with the 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, Chief Executive Officer of BIANJ. "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 service 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, 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 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: BIANJ 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 sources of education, advocacy, support and hope for people with brain injury and their families. Our dedicated staff, board, volunteers, donors and community partners proudly serve over 10,000 individuals each year. For more information, please visit bianj.org.



**Brain Injury
Alliance**

NEW JERSEY

The Voice of Brain Injury Since 1981

bianj.org

ADVOCACY ■

SUPPORT ■

EDUCATION ■

OUTREACH ■

PREVENTION

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