



FOR IMMEDIATE RELEASE:

[INSERT DATE HERE]

MEDIA CONTACT:

[INSERT NAME AND CONTACT INFO HERE]

[INSERT NAME OF HIGH SCHOOL] students urge peers to drive safely

Students from [Insert name of your school] are participating in the Brain Injury Alliance of New Jersey's (the Alliance) 11th Annual 'U Got Brains Champion Schools Program,' in which New Jersey teens come together to create peer-driven campaigns that demonstrate 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. We applaud these students for setting a great example with their peers and helping to build a culture of safety in our high schools," said Rita Steindlberger, CEO of the Alliance.

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

Since the program's inception in 2010, 165 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 program, three winning schools will be selected by a panel of judges to receive a grand-prize of \$10,000 cash donated to their school by Founding Sponsor, NJM Insurance Group.

The program is fortunate to have a group of community safety leaders who have chosen to support these efforts through sponsorship, including New Jersey Division of Highway Traffic Safety, State Farm Insurance, National Road Safety Foundation, Allstate, Volvo, Nikhil Badlani Foundation, State Farm Insurance, Teen Safe Driving Coalition, New Jersey Education Association, and AAA.