



## FOR IMMEDIATE RELEASE

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### The Allstate Foundation Awards \$90,000 to South Carolina National Safety Council's Alive at 25 Program

COLUMBIA, S.C., July, 2010— The Allstate Foundation in the Southeast Region has awarded a \$90,000 grant to the South Carolina National Safety Council in support of its “Alive at 25” young driver education program. The grant will provide law enforcement training and scholarships for South Carolina young adults to take the “Alive at 25” program. The course focuses on issues pertaining to teen driving and brings awareness to the fact that motor vehicle crashes are the number one killer of teens in the United States.

The National Safety Council’s “Alive at 25” course, offered to drivers ages 15-24 is designed to be an early intervention program to help prevent traffic violations, collisions, and fatalities. The focus is to help educate young drivers to adopt safer driving practices, take responsibility for their behaviors in various driving situations, and to be aware of many typical driving hazards.

Alive at 25 is a 4.5 hour behavior modification curriculum for ages 15-24 and taught by trained law enforcement officers. “We focus on WHY they are at such high risk and how to ACT in certain driving situations,” said Lt. Jim Crawford, Lexington County Sheriff’s Office.



Brooke Russell, Executive Director / Chief Operating Officer of South Carolina National Safety Council said, “More than 24,000 young adults, ages 15 - 24, have taken the Alive at 25 course through the South Carolina National Safety Council since February 2007. This is due, in part, to support of the Allstate Foundation. The Allstate Foundation is a great partner of SCNSC because they are just as passionate about the cause of safe teen driving as we are. It’s wonderful to be able to partner with an organization that is

working toward the same very important goal - to reduce the number of teen fatalities due to car crashes. The Allstate Foundation Launched their teen safe driving program in 2005, and with their support over the past four years we have seen a 67% reduction in fatalities amongst 15-24 year olds in South Carolina”.

“The Allstate Foundation is proud to partner with the South Carolina National Safety Council in support of its “Alive at 25” young driver education program,” said John Heid of the Allstate Foundation. “Educating teen drivers on the importance of safety behind the wheel is an important focus of the Allstate Foundation. Allstate initiatives like the Family Driving Challenge and X the Text are designed to show not only teens, but their families the dangers of distracted driving.”

For more information about Alive at 25, please contact Steve Deibel or visit our website at [www.scaliveat25.org](http://www.scaliveat25.org).

#### **About The National Safety Council**

The NSC is a non-profit, nongovernmental, international public service organization dedicated to protecting life and promoting health. The NSC is a membership organization, founded in 1913 and chartered by the U.S. Congress in 1953. Members include more than 46,000 businesses, labor organizations, schools, public agencies, private groups and individuals.

#### **About The Allstate Foundation**

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation. The Allstate Foundation partners with non-profit organizations on community initiatives that promote "safe and vital communities," "tolerance, inclusion, and diversity" and "economic empowerment." Teen driving and empowering victims of domestic violence have been major initiatives for the Foundation since 2005. For more information visit [www.ProtectTeenDrivers.com](http://www.ProtectTeenDrivers.com).