



# NEWS

## FOR IMMEDIATE RELEASE

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### **What Can We Do to Help Our Teen Drivers?**

*\$50,000 Allstate Foundation Grant to Provide Scholarships and Program Support for "Alive at 25"*

Columbia, S.C. (**July 28, 2008**) -- Motor vehicle crashes are the number one killer of teens in the United States. More than 6,000 teens are killed each year as the result of a motor vehicle crash, and an additional 300,000 are injured. The Allstate Foundation launched a comprehensive teen safe driving program in 2005 that seeks to develop innovative, teen-informed approaches to raise awareness of the issue and ultimately, to help save lives and reduce injuries. In addition to conducting its own programming in the teen safe driving arena on both national and local levels, The Allstate Foundation supports other non-profit organizations' efforts, like that of the South Carolina Chapter of the National Safety Council's (SCNSC) "Alive at 25" program, to help tackle America's problem of teen driving fatalities.

The Allstate Foundation in the Southeast Region has awarded a \$50,000 grant to the SCNSC in support of its "Alive at 25" youth driver education program. The Allstate Foundation grant will provide law enforcement training and scholarships for South Carolina young adults to take the "Alive at 25" course as well as fund additional program support throughout the state.



*"This \$50,000 grant from The Allstate Foundation will help thousands of young people in South Carolina learn the importance of safe driving through the Alive at 25 Program."*

-- Brooke Russell, Executive Director



"Allstate believes it is very important for corporations to take an active interest in the communities in which they serve," said Julianna Sparks, Foundation Chair for Allstate's Southeast region. "Allstate is proud to support such a worthwhile cause through the Allstate Foundation, and this \$50,000 grant will provide much-needed support for the work of SCNSC and the 'Alive at 25' driver education program in South Carolina."

"This \$50,000 grant from The Allstate Foundation will help thousands of young people in South Carolina learn the importance of safe driving through the 'Alive at 25' program," said Brooke Russell, executive director of the SCNSC. "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."

**How can your teen get involved with Alive at 25?:**

The SCNSC is partnering with many school systems throughout the state of South Carolina, including Lexington District 1, District 3, District 4, and Dutch Fork High School of Irmo. This year, all students who want to park on many of these high school campuses during the 2008-2009 school year will be required to complete the "Alive at 25" course prior to being issued parking permits.

**How can your teen get involved with the movement to help save teen lives?**

They can visit [keepthedrive.com](http://keepthedrive.com) for ideas on how to encourage smart teen driving among their friends.

The National Safety Council (NSC)'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 behavior in various driving situations, and to be aware of many typical driving hazards. The NSC reports that although young drivers only represent 6% of all licensed drivers, they are the drivers in 16% of all traffic crashes.

**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**

The Allstate Foundation is an independent, charitable organization made possible by the Allstate Corporation. Allstate and The Allstate Foundation sponsor community initiatives to promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and



"economic empowerment." The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve *their* American dream.

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