

November 2, 2010

For more information contact:

Ashlee Link, North Dakota Department of Transportation
Public Information Coordinator 328-4412

Teens Can Learn About Traffic Safety and Win Prizes in North Dakota Website Contest

North Dakota teens can promote traffic safety in their school and community, all while having fun with friends by registering for the 2nd Annual NDTeenDrivers Traffic Safety Contest. Contestants have the chance to win up to \$1,000 and a \$1,000 Traffic Safety Grant for their school.

The North Dakota Department of Transportation (NDDOT), AAA North Dakota, and the North Dakota Safety Council (NDSC) are in partnership to host the 2nd Annual NDTeenDrivers Traffic Safety Contest at www.NDTeenDrivers.com.

“The NDDOT launched the NDTeenDrivers.com website to promote safe driving practices among teens. I think this contest is a great way to get teens involved in traffic safety and focus on their driving behaviors,” states Mark Nelson, Safety Director with the NDDOT.

This year the NDTeenDrivers Traffic Safety Contest will ask students, ages 14 to 19 enrolled at a North Dakota school, to develop a 30 second traffic safety video *or* create a traffic safety billboard design. Students may work individually, or in a group of up to five students, focusing on distracted driving, underage drinking and driving, or seat belt use.

In addition to creating a video or billboard design, each entry is required to conduct one traffic safety event at their school. A traffic safety event could be to bring a program or demonstration to their school such as Alive at 25, Rollover Simulator, Seatbelt Convincer, or have a local Law Enforcement officer come to their school to speak about traffic safety.

AAA North Dakota and Wal-Mart are sponsors of the cash prizes for the traffic safety video and billboard design winners. First place winners in each category will also receive a Traffic Safety Grant for their school.

“AAA is committed to helping teens survive the most dangerous period of their lives – learning to drive,” said Gene LaDoucer, AAA North Dakota spokesman. “As North Dakota teens are grossly overrepresented in motor vehicle crashes, their involvement in crafting and delivering traffic safety messages can save lives and reduce injuries on our state’s roadways.”

The contest winner last year, Rugby High School, observed an increase in seatbelt use by 13 percent after the contest was completed in March 2010. With survey results showing that students began to change their behavior and become safer drivers after the contest, it was evident the NDDOT continue efforts to promote safe driving with another contest this fall.

For more information about the contest, visit NDTeenDrivers.com or Facebook.com/NDTeenDrivers.