



Box 161209
Sacramento, CA 95816-1209
(916) 733-7432 Phone
(916) 457-3398 Fax

FOR IMMEDIATE RELEASE:

California Teen Safe Driving Week

Sacramento, CA (March 10th, 2010) – The week of March 22nd is Teen Safe Driving Week in California. Created by Impact Teen Drivers, California Teen Safe Driving week is designed to raise awareness that reckless and distracted driving is the number one killer of teens in America, and promote the message of safe driving to California teens.

Impact will be conducting press conferences at various locations across California where they will be announcing a new partnership with the California Office of Traffic Safety and Recording Artists Against Destructive Decision Making (RADD) to spread the message to teens about the dangers of reckless and distracted driving.

Impact will be joined by leadership from the CHP, OTS, CTA and the State Superintendent of Education along with families and friends of those who have died in what has become the NUMBER ONE KILLER OF TEENS in America . . . Distracted Driving.

About Impact Teen Drivers

Since its creation in 2007, Impact Teen Drivers has been planning, developing, and delivering awareness and educational materials on teen safe driving. Started as a partnership between the California Highway Patrol and the California Teachers Association with funding from insurance giant California Casualty, Impact is actively engaging teenagers with their message of the dangers of reckless and distracted driving.

Impact reaches teens, parents, and teachers with the message of teen safe driving through their curriculum, which is in High Schools across the United States, and online through their web portals impactteendrivers.org, whatslethal.com, and createrealimpact.com along with an extensive social media presence.

Contact:

Andrew Fear
Press Liaison
pr@impactteendrivers.org
831-401-2001

##