

The Wireless Foundation Drive Smart: No Distractions, No Excuses

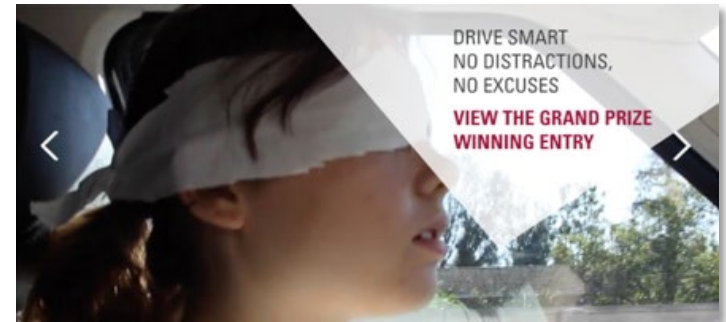
A program and competition promoting safe teen driving—in particular, driving without using a mobile device, were created for The Wireless Foundation.

PROGRAM FEATURES:

- Educational website with sections for educators, parents, and students
- 3 downloadable activities with alignment to Common Core standards
- Public service announcement tip sheet
- Facts and figures to help students understand the problem
- National competition with easy online entry portal to upload PSA entries

RESULTS:

- Outreach to 39,000 teachers & guidance counselors of grades 9-12
- Additional outreach to: National 4-H: 10,000 leaders, National PTA: 50 state leaders and 20,000 local leaders, The National Association of Independent Schools: 17,000 member schools, Students against Destructive Decisions (SADD): 350,000 students, Girls Inc.: 100 locations, 138,000 students, Teach For America: 37,000 teachers & alumni, American Library Association (ALA): 16,000 public libraries
- 27,552 website visitors
- 96,391 pageviews
- 759 student registrations
- 509 contest entries



[Click here to learn more.](#)



PTA members, encourage your teens to become more aware of the importance of safe driving and educate their peers by creating a [digital short](#) convincing other teens to not drive distracted. Teens can enter The Wireless Foundation™ *Drive Smart: No Distractions, No Excuses Challenge* for a chance to win prizes, including a \$5,000 scholarship. Educators/mentors also win up to \$500.

[Forward this email](#) to teachers, parents and counselors at your school to spread the word to teens.

Visit the [program website](#) for contest rules and guidelines as well as educational materials on using wireless devices behind the wheel.

[Encourage teens to use technology and their creativity to make a difference today.](#)

[DriveSmartNow.com](#)