



MEDIA ADVISORY

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Allstate New Jersey Insurance Company (Allstate New Jersey), Subsidiary Of Allstate Insurance, To Host Action Against Distraction Teen Driving Event

Allstate New Jersey Brings Distracted Driving Course To Montgomery Twp. For Local Teens

WHAT: Members of the news media are invited to the *Action Against Distraction Driving Challenge*, a teen distracted driver training course event aimed at reducing the impact of distracted driving practices such as texting, eating and drinking in the car, as well as talking on the phone while driving. The upcoming event is part of series of driving events being done nationally by Allstate Insurance. To help save teen lives, Allstate New Jersey is bringing a distracted driving course to River Dell High School for local teens to navigate. Teens from Montgomery Twp. will drive through the course, trying to avoid cones and focusing on the road, while learning first-hand the dangers of driving distracted. Nationally, the Action Against Distraction initiative is also aimed at promoting support for state and federal graduated driver licensing (GDL) standards through grass roots outreach to elected officials.

WHO: Interviews with –

- Montgomery Twp. High School students and their parents
- A Central Jersey teen and his parent
- Representatives from Allstate New Jersey

WHEN: Saturday, September 19, 2009
9:00 am until 1:00 pm

WHERE: Montgomery Upper Middle School
375 Burnt Hill Road
Skillman, NJ 08558

WHY: Car crashes are the No. 1 killer of American teens, with nearly 5,000 teens killed and 300,000 injured annually. The primary cause of fatal teen crashes is driver error (77 percent). Participants will also learn more about the Safe Teen and Novice Uniform Protection (STANDUP) Act – H.R. 1895 – which was introduced in Congress in April 2009. The bill creates federal graduated driver licensing (GDL) standards for young drivers. Participants can lend their support to the cause by signing a letter to the bill co-sponsors, as well as an online petition.

VISUALS: In-car camera access to capture teens' attempts to safely drive with distractions
Participants signing oversized letter to federal GDL bill co-sponsors
Tips for teens to drive safely and statistics on teen driving

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About Allstate New Jersey

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