



FOR IMMEDIATE RELEASE

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### **Vermont Highway Safety Alliance Announces #SafeDrivesSaveLivesVT Video Contest**

Barre, Vermont – In conjunction with April’s National Distracted Driving Awareness Month, the Vermont Highway Safety Alliance (VHSA) announces its fourth annual video public service announcement (PSA) contest. With a focus on distracted driving, the #SafeDrivesSaveLivesVT contest is open to high-school students and designed to encourage young drivers, their friends, and classmates to avoid distracted driving. Cash prizes will be awarded to the creators of the winning video PSAs.

This year’s contest expands the scope of distracted driving beyond texting while driving. There are many causes of distraction such as using car features (music, climate, GPS), talking to passengers, eating and drinking, drowsiness, grooming, children and pets, smoking, emotions, daydreaming, and rubbernecking.

Every distracted driving death is preventable. A few seconds can change a life forever. The goal is for contest entrants to research this important issue and produce a compelling 25-second video that can enact change and spread the message that distracted driving is unacceptable. The VHSA hopes that videos produced by high-school students will offer a relatable perspective for other young drivers.

All students in grades 9-12 attending Vermont and cross-border high schools (public, private, and homeschooled) are eligible to enter. Videos will be judged by a committee for top awards and by the public for a special People’s Choice Award.

Entries may be submitted until March 15. Contest winners will be chosen and notified by April 15. At that time, the date of the virtual award ceremony date will be announced. The winning videos will be distributed on social media by the VHSA and its safety partners.

The contest is sponsored by the VHSA, AAA Northern New England, AT&T, Vermont Driver and Traffic Safety Education Association, Yankee Driving School, and Youth Safety Council of Vermont.

For more information, visit <https://bit.ly/VT-PSA-Contest>.