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CANTON TEEN WINS DRIVE SAFE ATLANTA VIDEO CHALLENGE

She wins \$2,000 and her idea for PSA about dangers of speeding will be made, with assist from Emmy-winning director, into 30-second TV spot to air on more than 160 TV stations nationwide

NEW YORK, Feb. 11, 2020 -- Sasha Melbourne, 17, a senior at Cherokee High School in Canton, GA, has won the fourth Drive Safe Atlanta PSA Challenge, sponsored by The National Road Safety Foundation.

Melbourne's idea for a public service announcement about the dangers of speeding was selected from entries from teens throughout Georgia. In addition to receiving a check for \$2,000, the teen will work with an Emmy Award-winning director from New York who will help film and edit the 30-second PSA that will be broadcast this spring on more than 160 TV stations nationwide. Melbourne will be honored by The National Road Safety Foundation at her school in mid-March, where her video will have its debut.

"We chose Sasha's idea because it contrasts speed in things like fast food, fast delivery and fast internet with speed on the road, to resonate with teens and all drivers that speeding can be so much more than a ticket and a fine," said Michelle Anderson of The National Road Safety Foundation, a non-profit that promotes safe driving behavior. "Speeding is a too-often overlooked risk that can cause a crash that devastates families needlessly."

Also expected to attend the salute to the winner are Michael McDowell, John Hunter Nemechek and Todd Gilliland, drivers with Front Row Motorsports, a winning team in the NASCAR Cup Series who will be competing at Atlanta Motor Speedway March 15. "Leave speeding to the Professionals" is the theme of the team's new "We Care: Safe Driving" campaign against speeding. In partnership with The National Road Safety Foundation and ClassicCars.com, racing fans and all drivers are invited to visit www.teamfrm.com/drivesafe.html to take the Safe Driving pledge. Everyone who pledges will have the opportunity to win signed memorabilia by drivers Michael McDowell, John Hunter Nemechek and Todd Gilliland and be entered in a drawing to win a trip to the Championship race at Phoenix Raceway in November.

The National Highway Traffic Safety Administration (NHTSA) estimates that speed is a factor in nearly one-third of all fatal crashes, killing some 9,700 people nationwide every year and causing tens of thousands of injuries. Nearly 400 people died in speed-related traffic crashes in Georgia last year.

Rachel Jones, 14, a student at Durham Middle School in Kennesaw, GA, was the runner-up and will receive a \$1,000 prize.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more nearly 60 years has been dedicated to reducing crashes, deaths and injuries on our nation's highways by promoting safe driving habits through greater public awareness.

NRSF produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For information or to download free programs, visit www.nrsf.org or www.teenlane.org.