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LOS ANGELES TEEN WINS “DRIVE SAFE LOS ANGELES” PSA CONTEST

**Granada Hills H.S. senior, 17, wins \$2,000 with idea for ad about Distracted Driving;
Winning PSA to debut at Los Angeles Auto Show before airing nationally**

NEW YORK, Nov. 10, 2016 -- **Migelle Orobia** of Van Nuys, a 17-year old junior at Granada Hills Charter High School in Los Angeles, has won the top prize in the Drive Safe Los Angeles PSA Contest. The contest, organized and sponsored for the second year by The National Road Safety Foundation, a non-profit whose mission is to encourage teen driving safety, drew nearly 100 entries from throughout the greater L.A. area. It is promoted by the organizers of the LA Auto Show, which opens November 18th at the Los Angeles Convention Center and runs through November 27th.

Orobia receives a \$2,000 prize and worked with an Emmy Award-winning producer to have his idea made into a 30-second TV spot that will air on some 220 TV stations nationwide after its debut at the LA Auto Show.

“Distracted driving is a serious risk that needs to be addressed at all levels, starting with hyper-connected teens entering the driver’s seat,” said LA Auto Show President Lisa Kaz. “We congratulate Migelle and all our Drive Safe Los Angeles entrants for sharing ideas to help spread the word about the risks of distracted driving.”

More than 3,300 people are killed every year due to distracted driving, according to The National Highway Traffic Safety Administration.

“Teens are especially at risk, since traffic crashes are the leading killer of teens every year,” said David Reich of The National Road Safety Foundation. “Migelle’s idea uses our love of dogs to help communicate to teens and adults as well an important message that we hope will help save lives and prevent tragedy on our roads.”

The winning concept, titled “Listen to what’s more important,” shows a teen driving his dog to the park to play. The driver’s cellphone rings with an incoming text and every time the driver begins to reach for the phone, the dog, curled up asleep on the front passenger seat, gives a warning growl until the driver has both hands back on the wheel. This happens several times until the driver finally smiles and decides to let the dog sleep and check the message after he arrives at the park. The final scene shows the teen and his dog playing fetch as the tagline appears on screen saying, “Your best friend knows...there are more important things than a text. Don’t Drive Distracted.”

The finished PSA will air on the nationally-syndicated program “Teen Kids News,” broadcast nationwide including on KCOP, Channel 13 in Los Angeles.

The Drive Safe Los Angeles runner-up was 15-year old Navya Hari, from Simi Valley and a student at Oak Park High School. She receives a prize of \$1,000.

The National Road Safety Foundation, Inc., (NRSF) a non-profit group, has been working to reduce crashes, deaths and injuries for more than 50 years by promoting safe driving habits through greater public awareness. The Foundation produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, enforcement and educational programs. All its materials are offered free of charge. NRSF programs deal with distracted driving, impaired driving, speed and aggression, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with key youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and their communities. For information and to download free programs, visit www.nrsf.org or www.teenlane.org.

About the Los Angeles Auto Show and AutoMobility LA

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season each year. In 2016, the show's Press & Trade Days merged with the Connected Car Expo (CCE) to become AutoMobility LA™, the industry's first trade show converging the technology and automotive industries to discuss the most pressing issues surrounding the future of transportation.

AutoMobility LA 2016 will take place at the Los Angeles Convention Center on Nov. 14-17, with manufacturer vehicle debuts intermixed starting Nov. 16. LA Auto Show will open to the public from Nov. 18-27. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking products and makes strategic announcements in front of media from around the globe. LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at twitter.com/LAAutoShow or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com>.

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