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ALAMEDA TEEN WINS “DRIVE SAFE L.A.” PSA CONTEST

15-Year-Old Alameda H.S. Student Wins \$2,000 for Drunk Driving TV Spot Concept;

Emmy Award-Winning Director Comes to Her School to Help Make 30-Second PSA That Will Air Nationwide

NEW YORK, Dec. 1, 2018 -- A sophomore at Alameda High School has won the statewide Drive Safe L.A. contest for teens to help promote the dangers of drinking and driving. Serena McIntosh, 15, received a \$2,000 prize from the contest sponsor, The National Road Safety Foundation and she worked with an Emmy Award-winning director to make her concept into a finished 30-second public service announcement that will be broadcast nationwide on more than 150 TV stations after it debuts at the Los Angeles Auto Show.

McIntosh’s PSA concept won from nearly 100 entries that came from teens throughout California.

A classmate at Alameda High School, Corry Forrer Jr., 17, was runner-up and received \$1,000.

The winning concept, titled “Don’t let it be you,” shows a young woman leaving a party, obviously drunk as she fumbles for the car keys in her purse. We see, from her point of view, a blurry road with hazard lights blinking on a truck stopped ahead and then as she crashes into the truck. After the crash, we see the scene go in reverse back to where she first puts her keys into the ignition. We then see her take her phone from her purse and call a friend, saying “Hey, can you pick me up?” It fades to black as the following words come on the screen: “Every 50 minutes, someone dies in a crash involving an alcohol-impaired driver. Don’t let it be you.”

McIntosh said she had thought about showing a crash, but then decided to show the two very different paths a driver could take, with drastically different results.

“The importance of never mixing alcohol and driving cannot be repeated enough,” said Michelle Anderson of The National Road Safety Foundation, a non-profit group that promotes safe driving. “Serena’s creative concept does a great job of getting that message across.”

“According to studies, teen alcohol use kills approximately 4,300 young people each year,” said Lisa Kaz, President and CEO of the LA Auto Show and AutoMobility LA. “Drinking and driving continues to be a serious problem and is taking a staggering toll on roads and highways throughout California. We thank all the young people who participated in the Drive Safe Los Angeles contest and we look forward to seeing Serena’s completed public service announcement.”

The National Highway Traffic Safety Administration estimates that 10,497 people died in 2016 in crashes involving a drunk driver, or 28 percent of all traffic fatalities. The estimated economic cost of alcohol-impaired driving crashes is \$44 billion, making it not only one of the deadliest traffic issues, but also one of the costliest.

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit charitable organization that for more than 55 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 programs deal with distracted driving, speed and aggression, impaired driving, 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 in their communities. For more information or 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 launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2018 will take place at the Los Angeles Convention Center Nov. 26-29, with manufacturer vehicle debuts intermixed. LA Auto Show 2018 will be open to the public Nov. 30–Dec. 9. AutoMobility LA is where the *new* auto industry gets business done, unveils groundbreaking new products and makes strategic announcements in front of media and industry professionals 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, via Facebook at facebook.com/LAAutoShow or on Instagram at <https://www.instagram.com/laautoshow/> and sign up for alerts at <http://www.laautoshow.com/>. Listen to past panels, interviews and keynotes on AutoMobility LA’s new podcast at <https://automobilityla.com/podcast/>. For more information about AutoMobility LA, please visit <https://www.automobilityla.com/>.

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