

Contact: David Reich
914-325-9997
david@nrsf.org



SOUTH DAKOTA HIGH SCHOOL STUDENT WINS NATIONAL VIDEO CHALLENGE

Aberdeen Central H.S. SADD Chapter wins \$2,750 from National Road Safety Foundation for video empowering passengers to speak up when in a vehicle being driven dangerously; Video will debut before thousands of teens at SADD national conference this summer

NEW YORK, May __, 2023 -- Katelyn Ryan, a student at Aberdeen Central High School in Aberdeen, SD, has won the \$2,750 top prize for her school's SADD (Students Against Destructive Decisions) chapter in *#DrivingSkills101*, a nationwide Public Service Announcement challenge co-sponsored by The National Road Safety Foundation (NRSF) and SADD National.

The winning concept from Ryan shows two teens in a car as the driver reaches for her phone, saying, "Don't worry. It'll only take a moment." The passenger answers with, "It could take a lot more." The driver then envisions all the happy moments she'd miss if she were killed in a crash. She puts the phone down to focus on driving, as the screen fades to black with the words "It Takes More Than a Moment – Don't Drive Distracted."

As part of the prize, Ryan will work with an Emmy Award-winning production team to produce the video. Classmates will assist in the production, which will be done at the school. The finished video will be shown to thousands of young people at the SADD National Conference this summer in Washington, DC, and it will be featured on the nationally-syndicated show "Teen Kids News," which airs on more than 160 TV stations. Ryan's SADD advisor at school is Elizabeth Ketterling.

"Driving is not something that can be multi-tasked," said Michelle Anderson of The National Road Safety Foundation. "Katelyn's PSA shows the possible consequences of distracted driving, and it also shows how passengers can make a difference when they speak up about dangerous driving behavior."

“Traffic crashes continue to be a leading killer of teens, and young drivers are involved in fatal crashes at three times the rate of more experienced drivers,” said Jessica Hugdahl, SADD Interim Executive. “This challenge, with the support and encouragement from our partners at The National Road Safety Foundation, helps motivate our student leaders to spread an important safety message to their peers and their communities.”

Ten SADD Chapters were named as finalists in the challenge and each will receive \$250. The finalists, which include the winner, are Allen East High School, Harrod, OH; Anatol Rodgers High School, Nassau, The Bahamas; Blue Valley High School in Overland Park, KS; Caldwell High School in Caldwell, OH; Chattahoochie High School in Johns Creek, GA; Christopher Newport University in Newport News, VA; Delta Middle School and Delta High School in Delta, UT, and Eleanor Roosevelt High School in Greenbelt, MD.

About SADD: For almost 40 years, SADD, the nation’s premier youth health & safety organization has worked to empower teens, engage parents, mobilize communities, and change lives around the issues of traffic safety, substance abuse, and personal health and safety. Through a national network of peer-led chapters in middle schools, high schools and colleges, SADD equips our students with the resources they need to advocate for change on their campuses and in their communities. Join the movement by visiting www.sadd.org, and follow us on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About The National Road Safety Foundation: For more than 60 years, The National Road Safety Foundation (NRSF), a non-profit organization, has created driver education programs for free distribution to teachers, police, traffic safety agencies, youth advocacy groups and others. NRSF has programs on distracted driving, speed and aggression, impaired driving, drowsy driving and other traffic safety issues. NRSF also sponsors national contests for teens in partnership with SADD and FCCLA, as well as regional contests partnering with auto shows in Chicago and Detroit. To view free programs and for more information, visit www.nrsf.org.