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COBB COUNTY TEEN WINS DRIVE SAFE ATLANTA VIDEO CONTEST

**Kennesaw teen wins \$2,000; His Distracted Driving PSA will debut
at Atlanta Auto Show before nationwide TV airing**

ATLANTA, March 20, 2019 -- Caleb Cheshire, 13, of Kennesaw, submitted a script that won the third annual Drive Safe Atlanta PSA contest, sponsored by The National Road Safety Foundation, a non-profit group, and the Atlanta Auto Show. In addition to receiving a check for \$2,000, the teen worked with an Emmy Award-winning director who visited from New York to help film and edit the 30-second PSA that reminds people to buckle their seat belts. Cheshire, a student at Durham Middle School in Acworth, will be honored at the Atlanta Auto Show's opening day, March 20, where the video will have its debut. The ad will air in the spring on more than 170 TV stations nationwide.

"Caleb's message shows how the simple act of buckling a seat belt can save lives," said Michelle Anderson of The National Road Safety Foundation. "We think it will help make viewers more aware of the need for everyone to buckle up, every time."

"Today's cars are safer than ever, with many innovations that help avoid crashes and protect occupants, but the seat belt continues to be one of the most effective safety devices in the event of a crash," said Shayne Wilson, President of the Metro Atlanta Automobile Dealers Association and Show Manager for the Atlanta International Auto Show.

Alyssa Bryant, 13, of Acworth, was the runner-up and will receive a \$1,000 prize. She also attends Durham Middle School in Acworth.

The National Highway Traffic Safety Administration (NHTSA) estimates that nearly half (48%) of passenger vehicle occupants killed in crashes in 2016 were unrestrained. More than half of teen drivers killed in crashes and more than 60% of teen passengers killed in crashes were not wearing seat belts. In Georgia, the number of teens not using seat belts is closer to 65%. NHTSA says the use of seat belts in passenger vehicles saved an estimated 14,668 lives of occupants ages 5 and older in 2016.

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 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.

About the Atlanta International Auto Show. The 2019 Atlanta International Auto Show is scheduled for March 20-24, 2019. This showcase of over 500 new 2019 import and domestic cars, light trucks, vans and sports utility vehicles will have over 23 different manufacturer lines represented. It is the one of the largest events of its kind in the Southeast and the largest consumer show held annually at the Georgia World Congress Center.