

100 Safest Days of Summer

The National Road Safety Foundation encourages you to flip the script on "The 100 Deadliest Days" to make the period from Memorial Day to Labor Day the **100 Safest Days of Summer**.

Fresh with a new logo and a robust new website, the **coalition** led by NRSF along with Impact Teen Drivers, SADD and We Save Lives has also added many new partners.

The first phase of the campaign is complete, with a virtual media tour with more than 20 interviews that aired on several dozen TV stations throughout the nation. A social media campaign is ongoing, with **different themed messaging every two weeks**.



Coalition partners are the Brain Injury Alliance-New Jersey, Drive Smart Virginia, Florida Teen Safe Driving Coalition, FCCLA, Keifer Foundation, Gweedo Memorial Foundation, Youth of Virginia Speak Out, Washington Regional Alcohol Program, Governors Highway Safety Association, ADTSEA, In One Instant, Lifesaver Intelligent Speed Assistance, Maryland Teen Safe Driving Coalition, the D.C. Office of Highway Safety, Kids and Car Safety, Ride Wise, Safe Kids Worldwide, VCU Project Impact, and California Highway Patrol.

Visit: **100SafestDaysOfSummer.org** to learn more, download resources or to get involved.



Kansas Teen Wins Drive2Life PSA Contest

Huston Albert, 18, who just graduated from Tonganoxie High School in Tonganoxie, KS, has won the National Road Safety Foundation's 16th annual Drive2Life PSA Contest, which asked teens for ideas for a TV public service announcement reminding drivers to safely share the road with other vehicles, cyclists and pedestrians.

In addition to winning the \$2,000 top prize, Albert was flown to New York to work with the Emmy Award winning production crew at Alan Weiss Productions to film and edit the PSA that will air nationwide on more than 160 TV stations on the nationally-syndicated "Teen Kids News."

Albert's script, titled "Taught to Share," shows a variety of narrators of all ages, with the voice and narrator changing with each phrase of a rhyme. The narration says, in part, "From the time we are little, we are taught to share. We



must always be thoughtful and show others we care...Traffic safety for all is Rule Number One. Streets aren't just for cars, they're for everyone. Drivers, bikers and walkers can be safe side-by-side, as long as we respect each other when we walk, pedal or ride."

A link to the PSA is at <https://www.nrsf.org/contests/drive2life>

Albert's teacher is Heather DeMaranville. A blue-ribbon panel of driver education teachers from the American Driver & Traffic Safety Education Association (ADTSEA) did the judging.

Two runners-up, who each received \$500, are Kamille Cockrall, 16, of George Bush High School in Houston, TX, and

Ari Greenberg, 16, of Fargo High School in Fargo, ND. The teachers of the winner and runners-up each received a \$100 gift card.



On October 26, 2019, my life changed forever. My only son, Conner was killed at just 16 years old in a preventable car crash caused by an unlicensed teen driver who lost control while speeding. It's the kind of loss no parent should ever have to endure. Yet far too many families across this country know this same heartbreak.

From that moment on, I made a promise: I would use Conner's story to save lives.



What began as unimaginable grief has grown into a national movement built on awareness, action, and accountability. I founded the Gweedo Memorial Foundation, named after Conner's cherished nickname, with the mission to educate new teen drivers and their families about the dangers of destructive driving decisions.

I also created **IfYouSeeSomethingSaySomething.org**, an anonymous reporting platform that empowers students to speak up—about unsafe driving, drug use, bullying, or anything else that doesn't feel right—without fear of retaliation.

In just five years, I've successfully led the charge for four major pieces of legislation in Virginia:

- **Creating a Class 1 misdemeanor** for knowingly allowing an unlicensed driver to operate a vehicle that causes injury or death (effective July 1, 2025)
- **Expanding behind-the-wheel driver education** in 36 school districts, prioritizing underserved and rural communities to ensure equitable access for all students—regardless of income, race, or geographic location



The Voice That Saves Lives

By Tammy McGee

- Introducing a **statewide** 90-minute parent-teen safe driving course prior to driver's license issuance
- **Mandating** a standardized **high school** parking permit application that requires a valid driver's license before a student can park on campus

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- **Safeguarding driver education standards** by working with the Governor's Office to successfully veto legislation that would have weakened them

My advocacy isn't limited to Virginia. As a national speaker, I share Conner's story across the country—speaking directly to students, parents, educators,

law enforcement, and lawmakers. I also help advocates in other states draft and promote life-saving policies rooted in education and accountability.

Through the **Gweedo Memorial Foundation**, we organize impactful outreach events like the annual **Keeper's Cup Memorial Soccer Tournament**, where nearly 1,000 student-athletes attend each day over a three-day period to take part in hands-on traffic safety education and enjoy the sport Conner loved most—soccer, competing for the Keepers Cup. We also work with mock crash demonstrations, teen safe driving organizations, present school assemblies, and have awarded over \$20,000 in scholarships in Conner's name.

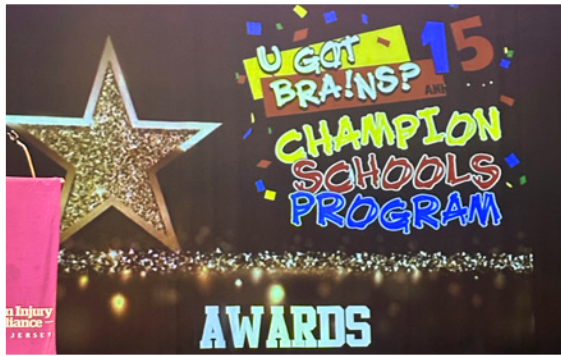
One of the efforts I'm most proud of is our **100 Safest Days of Summer campaign**. What was once known as the "100 Deadliest Days" between Memorial Day and Labor Day is now a call to action—flipping the narrative and challenging communities to prioritize prevention, education, and responsibility during this high-risk season. Learn more at www.100SafestDaysOfSummer.org.

Because for me, this work isn't just about driving. It's about lives. And every voice, every choice, and every life matters. If you're a parent, educator, civic leader, policymaker, or student who wants to take action—or simply wants to know where to start—please reach out to me at: tammygweedomcgee@gmail.com

Together, let's drive the change. In Conner's memory. For every family's future.

Tammy Guido McGee founded and leads the Gweedo Memorial Foundation. Her work has been recognized with multiple state agency awards and a prestigious national honor from the Governors Highway Safety Association, celebrating her legislation, leadership, advocacy, and innovative contributions to traffic safety. Her mission is clear: to transform tragedy into action and build a culture of accountability, empathy, and prevention—one that honors her son's life by protecting countless others.

New Jersey Brain Injury Alliance – U Got Brains



NRSF once again proudly supported the Brain Injury Alliance of New Jersey for its 15th annual U Got Brains program, and this year added sponsorship of the CRASH program for college students.

Teens from several dozen schools throughout the Garden State gathered at Six Flags in Jackson, NJ to celebrate traffic safety programs students did in their schools and communities during the past year.

Top prizes of \$10,000 each went to 1st place Matawan Regional High School; 2nd to Indian Hills; and 3rd to Piscataway High School. The CRASH program honors went to Best New College: Montclair State University for Best New College Entry, Grand-Prize Winner: Passaic County Community College and Grand-Prize Runner Up New Jersey Institute of Technology, each received \$1,000.

NRSF and ADTSEA Honor 4 Teachers of Excellence

Driver education teachers from four states have been selected by their peers nationwide as Teachers of Excellence. The honor, with a cash stipend, comes from the National Road Safety Foundation and the American Driver & Traffic Safety Education Association (ADTSEA).

This year's honorees are Paul McNamara of Fitchburg, MA, Duane Kjono of Thief River Falls, MN, James Carroll of Conrad, MT, and Oscar Outen of Monroe, NC.

"These outstanding teachers inspire their peers to be passionate and effective teachers of this important lifetime skill," said Harold Fleming, a past ADTSEA president who heads the TEA selection committee. "We are proud to recognize them as our 2025 Teachers of Excellence."

All will be honored at the ADTSEA national conference in July in Billings, MT, where they will present innovative lesson plans to their peers.

This is the 12th year NRSF has sponsored ADTSEA's Teacher of Excellence program



New York Police Officer Honored by NRSF and NASRO for His Work in Schools



Officer Jason Peruzzi, a school resource officer in the Canajoharie, NY Central School District, has been named recipient of the 2025 "Innovation in the Classroom Award," presented by The National Road Safety Foundation and the National Association of School Resource Officers (NASRO). Officer Peruzzi was selected by a panel of his peers and will receive the award at the annual NASRO Conference in Grapevine, TX in July.

Officer Peruzzi, in law enforcement since 2007, became the Canajoharie School District's first school resource officer in 2016. He tailors programs to fit the age groups he's teaching. For first and second-graders, he runs a bike rodeo, teaching basics of understanding and respecting traffic signals and traffic laws. His programs for middle schoolers focus on crashes and their impact on drivers, passengers, families and friends. At the high school level, he coordinates with the driver education teacher and covers speeding, impairment and other safety issues, supplementing lessons with having students drive a course with drunk driving goggles. He organizes a teen driver safety week, which includes placing crashed cars on school property to demonstrate the aftermath of a crash.

Mo Canady, Executive Director of the NASRO, said, "Officer Peruzzi's efforts demonstrate how a dedicated, ongoing presence in schools from start to finish can build trust and respect for police officers with young people."



NRSF and GHSA Support **Safe Youth Transit Programs** in 3 States



For the fourth year, the National Road Safety Foundation provided funding for the Governors Highway Safety Association's grants to community-based projects and programs focused on keeping youth safe while walking, biking and/or riding scooters. State Highway Safety Offices in Missouri, Oregon and Washington each received \$25,000 for youth safety initiatives in areas with limited financial resources. Since 2022, GHSA and NRSF have provided more than \$350,000 to support projects and initiatives that make streets safer for the youngest road users.

- **The Missouri State Highway Safety Office** will utilize their network of seven regional Missouri Coalition for Roadway Safety chapters to coordinate and host at least ten traffic garden events at rural or high-priority

elementary schools across the state.

- **The Oregon Department of Transportation**, with Thrive Umpqua's Safe Routes to School Program, will purchase a fleet of 40 bicycles, helmets and safety materials to provide hands-on bike safety education to students in at least seven low-income rural schools.

- **The Washington Traffic Safety Commission** and partner Asotin County Community Services will develop a permanent traffic garden, a mobile pop-up traffic garden and a traffic safety curriculum that teaches Pre-K through middle school-age children how to walk and roll safely in Asotin and Garfield Counties.

"We owe it to our nation's youth to do everything possible to keep them safe as they're walking, biking and scooting," said GHSA CEO Jonathan Adkins. "Too many communities are grappling with the impacts of dangerous driving and reduced enforcement, so empowering states to work directly with community groups can be a model to improve roadway safety for youth across the country."

NRSF Hosts Leaders of **Two Partner Youth Groups**



FCCLA's National Leadership Council and NRSF



SADD Student Leadership Council and NRSF's Michelle Anderson

It's become a cherished annual tradition at the National Road Safety Foundation (NRSF) to welcome some of the nation's most dedicated youth safety advocates to New York City.

Each February, during National FCCLA Week—a nationwide celebration held the second week of the month—student leaders from across the country gather to reflect on accomplishments, honor advisers, engage communities, and strengthen connections with alumni and partners.

As part of this weeklong celebration, NRSF proudly hosts the FCCLA National Leadership Council for strategic dialogue and planning, continuing a decade-long partnership rooted in empowering young changemakers.

In addition, for twelve years NRSF has hosted the SADD Student Leadership Council (Students Against Destructive Decisions). This past March, these exceptional youth leaders came together in New York to share updates on their traffic safety initiatives and

collaborate with NRSF on key priorities for the year ahead.

While the days are packed with meaningful meetings and advocacy planning, there's still time for some fun. Students capped off their NYC visit by exploring iconic landmarks such as Times Square, Rockefeller Center, and other highlights of the Big Apple—creating memories and momentum for another impactful year of youth-led traffic safety advocacy.

NRSF Expands Partnership with Texas A&M's Teens in the Driver Seat

NRSF sponsored Texas A&M Transportation Institute's Youth Transportation Safety (YTS) Program's **Driving the Message** video and poster contest.

The contest inspires students nationwide to use their creativity to promote safe driving behaviors. The video theme **"Share the Road"** challenged teens to think critically about how drivers, cyclists and pedestrians can coexist safely. Fifteen original videos were submitted, along with 99 **seat belt posters** and 82 **speed-related posters**.



The top prize — a \$1,500 award and the opportunity to have their video professionally produced — went to Loganville High School in Georgia for their entry, **"The Road is Ours."** Loganville High is part of the **Teens in the Driver Seat**® program, which has a strong presence in Georgia with 103 participating junior high and high schools this school year.

The **Driving the Message** contest is one facet of a growing partnership between YTS and NRSF. The collaboration also supports the TDS Teen Advisory Board, student leaders

who help shape peer-to-peer traffic safety outreach.

"NRSF's support has increased our ability to engage students in meaningful, creative ways, building cultures of safety and leadership among youth across the nation," said Lisa Minjares-Kyle, YTS program manager.

Teens in the Driver Seat is tackling teen car crashes by offering practical solutions and peer-to-peer programs to more than 1.2 million teens across more than 2,200 schools.

Youth Transportation SAFETY PROGRAM



On the Air to Fight Distracted Driving

NRSF took to the airwaves in April, which is Distracted Driving Awareness Month, to call attention to this traffic safety issue that is a factor in more than 25 percent of all fatal crashes nationwide.

We did interviews with TV stations in more than two dozen cities, talking about the various things that can cause driver distraction. We also encouraged passengers to speak up if in a vehicle being driven by a driver who is distracted.

Despite the warnings, many people continue to drive distracted. A survey two years ago showed more than three-quarters of drivers said they use their cellphone while driving. More than half said they read texts or emails while driving and 27 percent said they check social media. Nineteen percent even admitted to shopping online while behind the wheel.



The risk of distraction is especially high for teen drivers. "It's important that parents talk with their teen drivers about distraction," NRSF's Michelle Anderson said. She urged parents and teens to sign a mutual pledge not to text or talk on the phone while driving.

We thank our partners at FCCLA and the Gweedo Memorial Foundation for helping with some of the interviews.



Look for **NRSF** at these upcoming events

July 2025

Jul. 5-9 **FCCLA**
Orlando, FL Family, Career Community Leaders of America

Jul. 20-23 **ADTSEA**
Billings, MT American Driver & Traffic Safety Education Association

August 2025

Aug. 20-22 **NAWHSL**
Pittsburgh, PA National Association of Women Highway Safety Leaders

Aug. 23-27 **GHSA**
Pittsburgh, PA Governors Highway Safety Association

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

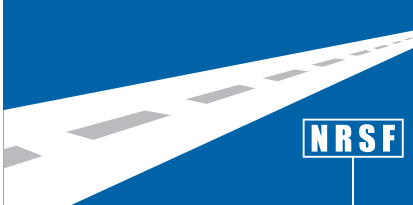
Watch us on **Teen Kids News**

Watch for news and PSA's from NRSF every week on **Teen Kids News**, the nationally-syndicated news show for young people. Visit www.teenkidsnews.com to see when and where it airs in your area.



NRSF produces educational programs 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, address distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety and passenger empowerment. The Foundation works with youth advocacy groups and sponsors national and regional contests to engage teens in promoting safe driving to their peers and in their communities. For information and to download free programs, visit www.nrsf.org.

The National Road Safety Foundation



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