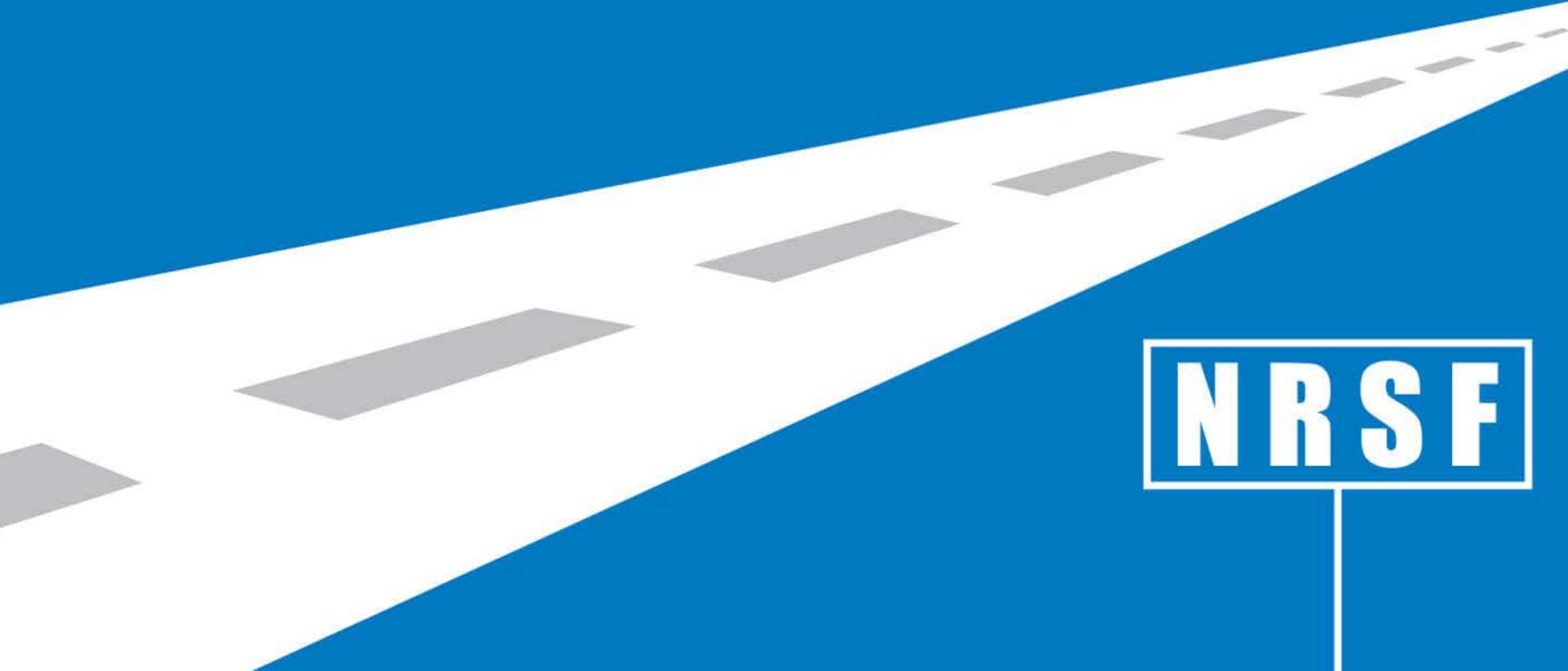


The National Road Safety Foundation



NRSF

The National Road Safety Foundation



...top even better programs in the future.
...w. It will only take a few minutes

Impaired Driving
Road Buzzed - Teens learn how to prevent, avoid and get out of dangerous impaired driving situations. 7:51 min.
Stay in the Picture - Demonstrates risks taken while driving before prom, prom night and during summer break. 7:28 min.
The Aftermath - Olympic diver Bruce Kimball, driving while impaired, hit a group of teens, killing two and injuring others. 10:00 min.
Follow Your Dream - Miss America 2006, Jennifer Berry, speaks to youth about the dangers of drinking and driving. 6:24 min.

Speed and Aggressive Driving
One Second in Time - A fatal drag race in Oregon that cost a 10-year old girl her life and put two young men behind bars. 13:00 min.
Cage the Rage - Cage the Rage - Aggressive driving consequences and countermeasures. 7:00 min.
Road Rage Kills - Using a Jekyll and Hyde theme, road rage turns a promising young doctor into a killer on the road. 3:19 min.
Don't Bug Out! - Three cartoons that show the consequences of aggressive driving and prove that you can be a safe driver. 3:00 min.



ALM

- Am Self
- Take this quiz
you know is a
apply.
- Buckle seat
 - Adjust seat
 - Use a cell
 - Use a hat
 - Text/ check
 - Read a G
 - Change
 - Listen to
 - Watch D
 - Apply m
 - Comb h
 - Ed / dri
 - Doze w/
 - Reach f
 - Turn he
 - Engage

The National Road Safety Foundation, Inc.

18 East 50th Street • New York, NY 10022
Toll Free: 866-SAFEPATH (1723-3790)
www.nrsf.org
www.teenlane.org

NRSF was established in 1965. For more than forty five years, NRSF has worked to improve standards in driver education. Beginning in 1973, NRSF became the first to rally the Highway Safety Councils.

David Reich
Public Relations Director

18 East 50th Street
New York, NY 10022
T: 212.573.6000

The Challenge

- Reaching the right people
- Explaining what we have to offer
- Getting them to use our material

The Answer:

Strategic Partnerships

Strategic Partnerships

Engagement

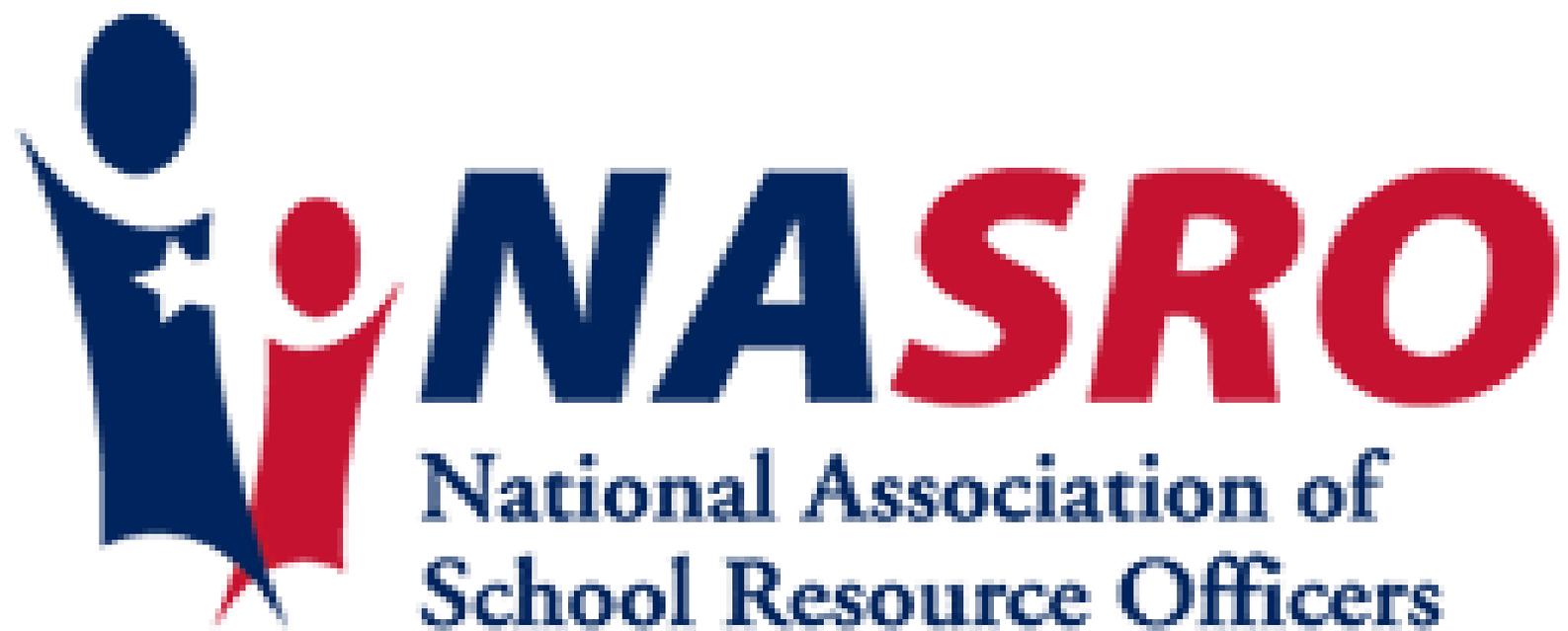
Building
Partnerships...

***Find
Common
Ground***





American Driver and Traffic Safety
Education Association



THE world's leader in school-based policing

Engagement

Engagement

Helping Create and

Communicate

A Message

SEAT BELTS



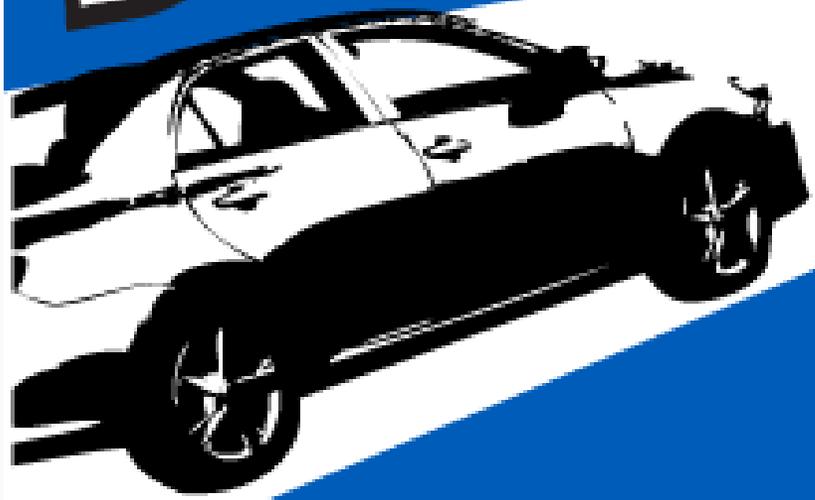
**A Program of the National Organizations
for Youth Safety**

Engagement Gets Results !

- Dozens of schools participated
- The kids got local police and businesses involved
- They got seat belt messages on local radio, cable and newspapers
- Seat belt usage went up to 98%
- Some schools had a 30% increase



DRIVE 2 LIFE



PSA CONTEST

NRSF

Drive2Life partners

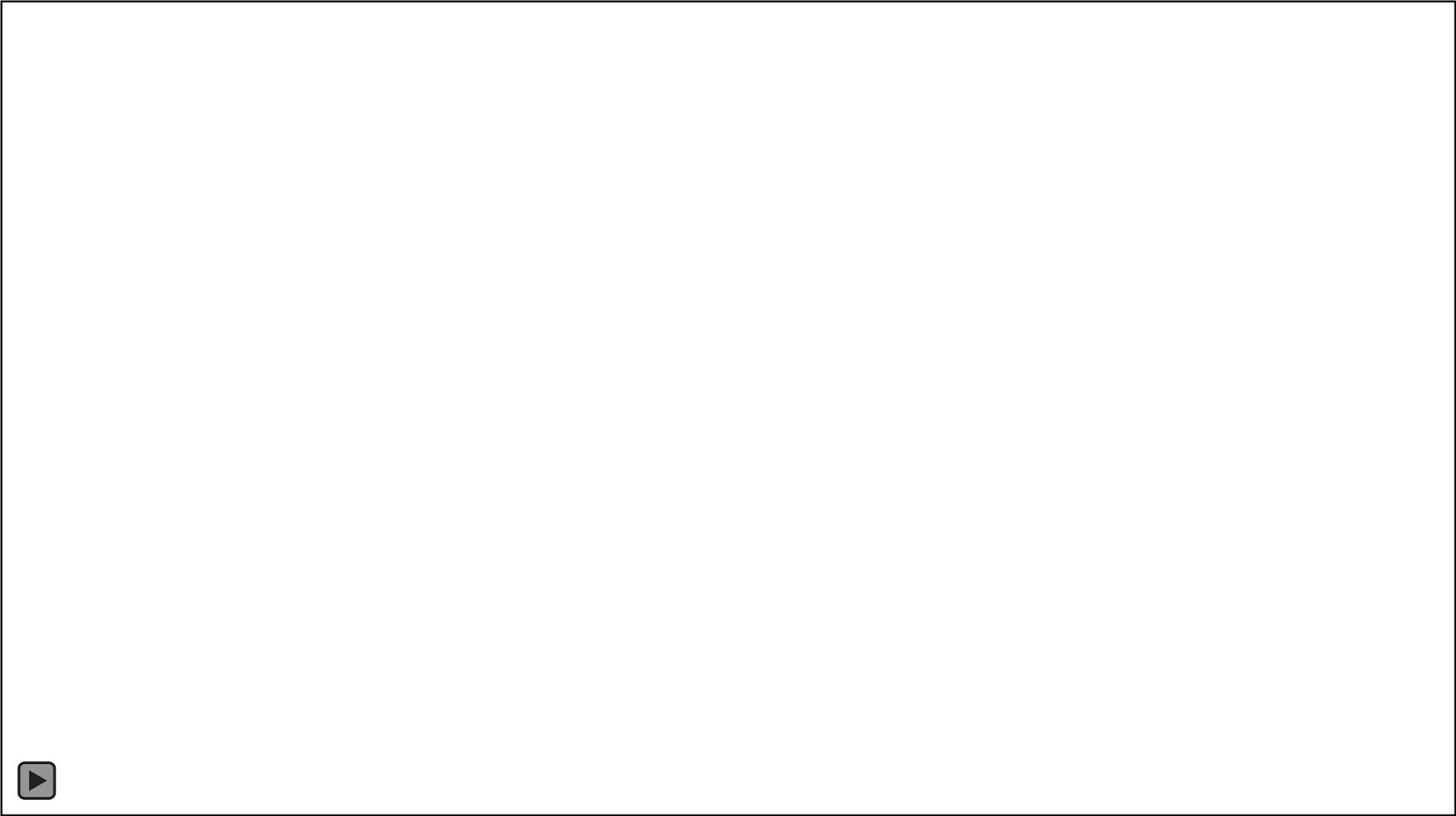


1,800+ entries

TV: 15mm viewers Ad value: \$300K



TV
access







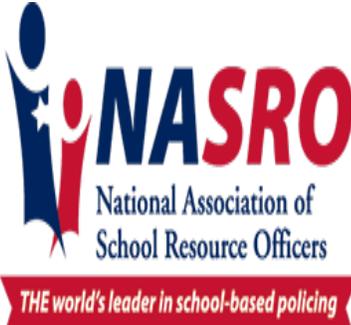




Partnerships...



**OPERATION
LIFESAVER**®



David Reich

david@nrsf.org

The National Road Safety Foundation

The logo for the National Road Safety Foundation (NRSF) consists of the letters "NRSF" in a bold, white, sans-serif font, enclosed within a white rectangular border. This logo is positioned on a blue background that features a stylized white road with a dashed center line receding into the distance. A vertical white line extends downwards from the bottom center of the logo's border.

NRSF