

Beat: Local

## **1/3 OF YOUNG DRIVERS KILLED IN TRAFFIC CRASHES HAVE ALCOHOL IN THEIR SYSTEM**

### **U.S. NATIONAL TEEN DRIVER SAFETY WEEK**

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**USPA NEWS** - As part of U.S. National Teen Driver Safety Week, the National Highway Traffic Safety Administration and the Ad Council announced on October 19, their first national public service campaign designed to prevent underage drinking and driving...

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Following the success of campaigns including 'Friends Don't Let Friends Drive Drunk' and 'Buzzed Driving is Drunk Driving,' the new public service ads (PSAs) were unveiled by Mark Rosekind, Administrator for the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), at the National Organizations for Youth Safety (NOYS) Teen Safe Driving Summit in Washington, DC.

Motor vehicle crashes are the leading cause of death among teens in America, and almost half of teens killed in crashes are the drivers themselves. Despite a minimum legal drinking age of 21 in all 50 states, almost one-quarter of young drivers involved in fatal traffic crashes had alcohol in their systems according to data from NHTSA.

The campaign was created pro bono by New York-based ad agency Merkle+Partners and will include television, online, outdoor and web banner ads. Additionally, the campaign will later unveil a branded emoji keyboard, available on both the iOS and Android platforms, developed pro bono by Swyft Media.

The ads direct audiences to the campaign website on Tumblr, [ultimatepartyfoul.org](http://ultimatepartyfoul.org), where they can learn more about the consequences of underage drinking and driving and find tips on how to avoid drinking and driving. The website also includes an Excuses Generator which provides language for teenagers if they don't know what to say to friends who have been drinking and are planning on driving.

Source : The Ad Council

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