

FOR IMMEDIATE RELEASE

Contact:

joins forces with NFTSD to promote “Safe Summer ‘19”

Let's make this a good summer that ends with great memories

The long-awaited return of summer is finally here, bringing with it warm temperatures, longer days, outdoor activities and planned breaks from our daily routines. With it comes the need for a renewed awareness and some reminders as we all enjoy the summer fun.

As the temperatures rise, so does the rate of car crashes. AAA reports that over the past five years, the average number of crashes involving drivers ages 16-19 increased 16% per day during the “100 deadliest days,” compared with other days of the year.

safe summer '19

National Foundation for Teen Safe Driving (“NFTSD”) has launched a new initiative in conjunction with its *So Let's do This* campaign. **Safe Summer '19** aims to help all drivers and passengers learn about the facts and understand the need and importance for smart choices.

“During the summer months we see a spike in the number of lives lost in motor vehicle crashes,” said Roy Bavaro, NFTSD executive director. “This is not about technology keeping us safe, it's about our behavior. We know what could have been done to prevent many of these tragic deaths. We can't assume that everyone else does.”

Each week throughout the summer, **Safe Summer '19** will select a new “*Did you know ...*” topic. These quick reminders target the heightened risks and different summer driving conditions that can impact our safety. This is a great tool for all drivers, and especially for parents of new or soon to be drivers. It will provide talking points to help stimulate the important *safe driving* conversation all summer long.

Spend a few minutes each week and join the discussion that's focused on your safety. Then help spread the word and share these tips with family, friends and members of your community. The more you share, the more people will know, and the more people know, the safer we can be. So Let's Do This. To learn more about this important initiative and to add your name to the growing list of supporters and partners committed to preventing traffic related tragedies, go to www.soletsdothis.org

About National Foundation for Teen Safe Driving

Established in 2008, the National Foundation for Teen Safe Driving is a 501 (c)(3) non-profit charitable organization dedicated to reducing the number of deaths and injuries resulting from automobile crashes by promoting evidence-based solutions and the need for good driving and passenger behaviors through leadership,