



NATIONAL TEEN DRIVER SAFETY WEEK PRESS RELEASE

'Speak Up 4 Safety' to help end the #1 killer of teens in America.

FOR IMMEDIATE RELEASE

October 17, 2021

National Teen Driver Safety Week (NTDSW) begins October 17, 2021, and **Impact Teen Drivers (ITD)**, a nationally recognized leader in teen safe driving, is launching the **"Speak Up 4 Safety"** social media campaign. ITD's grassroots movement has brought millions of teens, parents, schools, law enforcement, advocates, health care professionals, and policymakers from across the country together to tackle the #1 cause of death for teens in the U.S.—car crashes, especially those caused by reckless and distracted driving. The theme of the campaign is *"When you see something, #SaySomething."* Deaths due to reckless and distracted driving are 100% preventable.

Impact Teen Drivers invites you to collaborate in their dynamic campaign! There are 4 easy ways to help save lives. Go to [SpeakUp4Safety.org](https://www.speakup4safety.org): 1) make a brief statement on Instagram or Facebook, 2) record an 11 second video—we lose 11 teens every day in crashes, 3) post ITD content—see graphics link below, and 4) share your safe driving message with your community, workplace, and law enforcement on your social media channels. Then, tag your posts with Impact Teen Drivers on Facebook (@impactteendrivers), Instagram (@impactdrivers), and Twitter (@impactdrivers) using the hashtags **#SaySomething #NTDSW #SpeakUp4Safety**.

About Impact Teen Drivers: Since 2007, ITD has been a leading traffic safety education nonprofit whose mission is to develop, promote, and facilitate evidence-based education and strategies to save lives and reduce preventable injuries and fatalities caused by reckless and distracted driving. With a focus on engaging teens and their influencers, ITD's programs and resources engage, educate, and empower individuals to make better choices behind the wheel—as a driver or passenger. ITD's vision is to create a widespread culture shift among teens and their influencers where reckless and distracted driving are recognized as unacceptable behaviors and outside of the social norm. For more information about Impact Teen Drivers or to schedule an evidence-based school program, visit <https://www.impactteendrivers.org>.

Together we can save lives!

Contact: info@impactteendrivers.org
(916) 733-7432

Images: Visit <https://www.speakup4safety.org/> to access images for this dynamic social media campaign.