



FOR IMMEDIATE RELEASE
May 25, 2017

MEDIA CONTACT
Kristen Olsen
732-745-0200
kolsen@bianj.org

Three New Jersey High Schools Win Safe Driving Competition

Students from 65 schools across the state of New Jersey gather to crack down on distracted and unsafe driving.

North Brunswick, NJ – On Thursday, May 25, 2017, students from 65 high schools across the state of New Jersey participated in the Brain Injury Alliance of New Jersey’s (the Alliance) 7th Annual U Got Brains Champions Schools Showcase at Six Flags Great Adventure in Jackson. Students presented their projects and received recognition for their safe driving campaigns.

According to the National Highway Traffic Safety Administration (NHTSA), motor vehicle crashes are the leading cause of death for teens in the United States, and teen drivers and passengers are among those least likely to wear a seat belt. Since the inception of the Champion Schools Program, students have been empowered to address those issues and work towards changing the trend.

“The Champion Schools Program delivers peer to peer messages about the importance of safe driving,” said Rita Steindlberger, President and CEO of the Alliance. “Motor vehicle crashes remain the number one cause of traumatic brain injury in teens and young adults, but we know that with help from our Champion Schools students and teacher advisors, we can continue to reduce these numbers.”

The showcase concluded with the announcement of three grand prizewinners: Nutley High School, Jackson Memorial High School, and Pitman High School. Each school received a driving simulator donated by New Jersey Manufacturer’s Insurance Company (NJM). Additional awards were also given to Marine Academy of Technology and Environmental Science, Somerset Academy and Burlington City High School.

The Alliance issues a special thank you to Founding Sponsor, NJM, and Platinum Sponsors, Allstate Foundation and New Jersey Division of Highway Traffic Safety. Additional sponsors of the program include: State Farm Insurance, NJEA, New Jersey Teen Safe Driving Coalition, Nikhil Badlani Foundation, Six Flags Great Adventure, AAA NJ Automobile Club, AT&T and Council on Brain Injury.

For more information and to see a full list of this year’s participants, please visit www.ugotbrains.com.



ABOUT THE ALLIANCE

Established in 1981, the Brain Injury Alliance of New Jersey is a statewide nonprofit organization that services more than 10,000 individuals annually through its family support, advocacy, education and prevention programs. Over the last 30 years the Alliance has brought together people with brain injury, their families and friends, and concerned allied health professionals to improve the quality of life people experience after brain injury. For more information please visit www.bianj.org.



Above: Pitman High School



Above: Nutley High School



Above: Jackson Memorial High School