FOR IMMEDIATE RELEASE
May 26, 2016

New Jersey High School Students Urge Peers to Drive Safely

Students from 57 schools across the state of New Jersey will gather to crack down on distracted and unsafe driving

North Brunswick, NJ—On Thursday, May 26, 2016, students from 57 schools across the state of New Jersey participated in the Brain Injury Alliance of New Jersey (the Alliance) 6th Annual U Got Brains Champion Schools Showcase at Six Flags Great Adventure in Jackson. Students presented their projects and received recognition for their safe driving campaigns. Miss New Jersey, Lindsey Giannini served as Mistress of Ceremonies.

According to the National Highway Traffic Safety Administration (NHSTA), 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 the three grand prizewinners: Red Bank Regional High School, Lenape Regional High School District and Immaculate Heart Academy. Each school received a driving simulator donated by NJM.

The Alliance issues a special thank you to our Founding Sponsor, New Jersey Manufacturers Insurance Company (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: Red Bank Regional High School
Above: Lenape Regional High School District

Above: Immaculate Heart Academy