



FOR IMMEDIATE RELEASE
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Three New Jersey High Schools Win Safe Driving Competition

Three New Jersey High Schools Awarded Grand Prizes for Peer-to-Peer Safe Driving Campaigns

North Brunswick, NJ – On Thursday, May 23, 2019, students from 64 high schools across the state of New Jersey participated in the Brain Injury Alliance of New Jersey’s 9th 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. Miss New Jersey, Jaime Gialloreto, served as Mistress of Ceremonies.

According to Centers for Disease Control and Prevention (CDC), the risk of motor vehicle crashes is higher among 16-19-year-olds than among any other age group, especially during the first few months of having a driver’s license. Compared with other age groups, teens have the lowest rates of seat belt use, and are more likely to underestimate or be unable to recognize dangerous driving situations. Since the inception of the Champion Schools Program, students have been empowered to address those issues and work towards changing behavior.

“Motor vehicle crashes remain the number one cause of traumatic brain injury in teens and young adults,” said Rita Steindlberger, President and CEO of the Alliance. “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: Columbia High School, Burlington City High School and West Orange High School. Each school received a driving simulator donated by New Jersey Manufacturer’s Insurance Company (NJM).

The Alliance issues a special thank you to Founding Sponsor, NJM, and Platinum Sponsor, 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 Clubs of New Jersey, National Road Safety Foundation and Volvo North America. For more information and to see a full list of this year’s participants, please visit www.jerseydrives.com/champion-schools-program.