

CALL FOR ENTRIES: Toyota and Discovery Education Challenge Teens to Spread the Word on Safe Driving

September 26, 2016



Plano, TX (September 26, 2016) – Teens speak their own language, whether it’s through the latest slang, emojis or filters on Snapchat. That’s why once again [Toyota](#) and [Discovery Education](#), the leading provider of digital content and professional development for K-12 classrooms, are hosting the TeenDrive365 Video Challenge, which invites teens to create short videos that encourage their peers to drive more safely. Teens can register and submit their entries today through February 23, 2017 at www.TeenDrive365inschool.com.

“We’ve held the Toyota TeenDrive365 Video Challenge with Discovery Education for five years now because we know that teens can really get through to other teens about driving safety,” said Mike Goss, General Manager, Social Innovation, Toyota Motor North America. “Every year, teens across the country wow us with a mix of videos that are smart, startling, persuasive and often very funny. We can’t wait to see what this year’s crop of young filmmakers come up with.”

“Discovery Education is proud to partner with Toyota on this unique program and we salute their leadership in

addressing this critical need to save lives across the country,” said Lori McFarling, Senior Vice President at Discovery Education. “This contest continues to encourage students, parents and teachers to have critical conversations about the importance of making smart choices behind the wheel. We look forward to seeing this year’s entries.”

Each year, a panel of judges comprised of community leaders, educators, communications experts and Toyota representatives selects the winners. Last year’s Challenge drew more than 1,500 video submissions. You can watch the winning videos at [this link](#). This year’s prizes include:

- Grand Prize – \$15,000 scholarship and the chance to work with a Discovery film crew to reshoot the winning video as a TV-ready PSA;
- Second Place – \$10,000 scholarship and a trip to attend a taping of a show that airs on Discovery Communications’ Velocity Network;
- Third Place – \$7,500 scholarship;
- Fourth through Tenth Places – \$2,500 scholarships each;
- Four Regional Prizes – \$1,000 scholarships each; and
- One People’s Choice Prize, selected online through public vote – \$5,000 scholarship and the chance to attend a Velocity Network show taping.

Since its inception, the TeenDrive365 Video Challenge has awarded hundreds of thousands of dollars in student scholarships and prizes. The Video Challenge is one component of Toyota and Discovery Education’s [TeenDrive365: In School initiative](#), a comprehensive program offering a range of tools designed specifically for school educators and teens. Resources offered include tools to help teens prepare for the responsibility of driving, such as quizzes, parental discussion points and a financial calculator; classroom resources for educators, including standards-aligned lesson plans for grades 9-12; and Heads UP!, an interactive driving simulation which allows teens to virtually experience the real dangers of distracted driving.

For more information about the TeenDrive365 Video Challenge, visit <http://www.teendrive365inschool.com/teens/video-challenge>.