

Toyota and Discovery Education Announce Students from Irvine Named Winners of the 2014 Toyota Teen Driver Video Challenge

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Silver Spring, MD (June 17, 2014) – Toyota and Discovery Education today announced that four teens from Crean Lutheran High School in Irvine, CA – Jenny Kim, Tyler Koski, Kevin Kim and Chase Masters – have been named the grand prize winners of the 2014 Toyota Teen Driver Video Challenge.

Now in its third year, the Toyota Teen Driver Video Challenge asks students across the country to produce short videos that inspire their peers to avoid distractions while behind the wheel. This year, ten finalist videos were selected from more than 1,000 entries and posted online for public vote.

The winning video features a young boy who visits a tarot card reader and learns he has the power to dramatically change his future by avoiding driving distractions when he becomes a teenager. You can view the video at www.TeenDrive365.com

The winning team from Irvine will share \$15,000 and work with a Discovery film crew to reshoot their video as a professional, TV-ready PSA. The second place winner, Rachel Mallasch of Snoqualmie, WA, will receive \$10,000, as well as a behind-the-scenes trip for two to a show on Discovery's Velocity network. The third place winner, Jake Martin from Amesbury, MA, will receive \$7,500.

“At Toyota, we’ve had a longstanding commitment to offering programs and resources that help teen drivers stay safe and avoid distractions,” said Latondra Newton, Chief Corporate Social Responsibility Officer, Toyota Motor North America Inc. “This is the third year we’ve hosted the Toyota Teen Driver Video Challenge and once again, we were blown away by the level of creativity and passion that teens across the country brought to the topic. All the entries were impressive, but we extend our heartfelt congratulations to the winners from Irvine, California.”

“Discovery Education was thrilled to see more submissions in this year’s Challenge than ever before,” said Mary Rollins, Senior Vice President, Discovery Education. “By utilizing Toyota Teen Driver’s resources and creating these videos, high school students are standing up for safer driving practices and, equally as important, encouraging their peers to do the same.”

"The Board of Directors, faculty, staff, and students of Crean Lutheran High School are exceedingly proud of Chase, Jenny, Kevin, and Tyler for their creative work on behalf of promoting safe driving among teenagers," said Brian Underwood, Executive Director, Crean Lutheran High School. "These four are not only terrifically-talented and insightful filmmakers, but they are also extraordinary, respected individuals on campus."

Toyota Teen Driver, a joint education program by Toyota and Discovery Education, offers teens, parents and teachers free online resources, including curriculum, parent coaching guides and activities that help initiate important conversations about the life-changing choices teens can make behind the wheel. The program is a part of TeenDrive365 (www.teendrive365.com), Toyota’s comprehensive initiative designed to help families navigate their teen’s first years on the road. Building on the programs and resources Toyota has offered for more than ten years, TeenDrive365 offers a collection of online tools, events, expert advice and tips, as well as social media.

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