

Toyota and Discovery Education Are Calling All Teen Filmmakers

October 21, 2013

Silver Spring, MD (Oct. 21, 2013) – Do you think you know a teen who could be the next Spielberg, Scorsese, or Soderbergh? Then steer them to the 2014 Toyota Teen Driver Video Challenge, which invites burgeoning filmmakers and YouTubers to create original videos to inspire their peers to be safer drivers for the chance to win \$15,000. In conjunction with the fourth year of this annual competition, partners Toyota and Discovery Education also launched an all-new sweepstakes for high schools and a new web site at ToyotaTeenDriver.com. In total, the companies are offering more than \$100,000 in prizes for students and schools.

While cars today are safer than ever, automobile crashes are the leading cause of death for U.S. teens and according to the National Safety Council, the year a teenager gets their license will be one of the most dangerous of their life.

The contests and web site are part of *Toyota Teen Driver*, which was created in 2010 by Toyota and Discovery Education to help teens avoid distractions and stay safe behind the wheel. The program provides students, parents and educators with free online resources, including curriculum, parent coaching guides, digital games, videos and take-home activities.

“Safety is at the heart of everything Toyota does, which is why we are so excited about the Toyota Teen Driver Video Challenge,” said Latondra Newton, Toyota chief corporate social responsibility officer. “What could be more inspiring and impactful than harnessing the passion, creativity and talent of teens across the country to join us in making our roads safer for everyone?”

“Discovery Education knows that safe driving for teens is a critical issue for communities and families across the country – not only for the driver, but for their passengers, their parents and their fellow students,” said Bill Goodwyn, CEO of Discovery Education. “That is why ToyotaTeenDriver.com is one of the most important educational resources we can provide high school students, educators and parents. The engaging multimedia resources on the site use interactivity to show students first-hand why distracted or impaired driving is such a dangerous activity and can help them to make positive decisions that will keep them safe behind the wheel.”

Creative Contests and Resources Bring Teens, Parents and Educators Together Around Driving Safety

Toyota Teen Driver's approach to safety education is grounded in the belief that bringing teens, parents and educators together is the key to changing teens' behaviors. This year's contests and new resources include:

- **The Toyota Teen Driver Video Challenge:** Beginning today through March 13, 2014, high school students across the country can enter their original videos to inspire their friends to drive more safely and avoid distractions. A panel of experts will choose ten finalists and the public will determine the winners in an online vote. The grand prize winner will receive \$15,000 and will remake their video with a Discovery film crew for use on ToyotaTeenDriver.com and a range of Discovery's online properties. The second place winner will receive \$10,000 and a trip for two for a behind-the-scenes tour of a Velocity network show, while the third place winner will receive \$7,500 and seven runners-up will receive \$1,000 each.

- **The Toyota Teen Driver High School Sweepstakes:** This new sweepstakes invites the public to enter a high school to receive a cash prize to implement a distracted driving awareness program on their campus. One school will receive a grand prize of \$5,000 as well as a virtual driving simulator, while 10 other schools will receive runners-up prizes of \$1,000 each. Anyone can enter a high school once a day between today and April 15, 2014.
- **New Web Site with Enhanced Video Content:** ToyotaTeenDriver.com debuted a new look today as well as enhanced resources, including “Drive It Home” videos created for parents by experts at the National Safety Council, which tackle topics such as how to be a better driving coach and important safety tips.

Toyota Teen Driver is just one piece of Toyota’s longstanding commitment to teen driver safety. *Toyota Driving Expectations* (www.toyotadrivingexpectations.com) provides hands-on, real world defensive driving courses that go far beyond what is taught in standard driver education courses, while the *Toyota Collaborative Safety Research Center* (www.toyota.com/csrfc) develops teen safety research in partnership with leading universities and hospitals. Toyota also partners with DoSomething.org (www.DoSomething.org) and the National Safety Council (www.NSC.org) on national teen safety campaigns. Together, these initiatives reach thousands of teens, parents and educators a year.

For more information about *Toyota Teen Driver* or to learn how to enter one of the contests, visit <http://toyotateedriver.com>.

Please visit this link <http://www.toyotateedriver.com/teens/video-archive> to see videos from last year’s grand prize winner and finalists.

Good luck and safe driving!