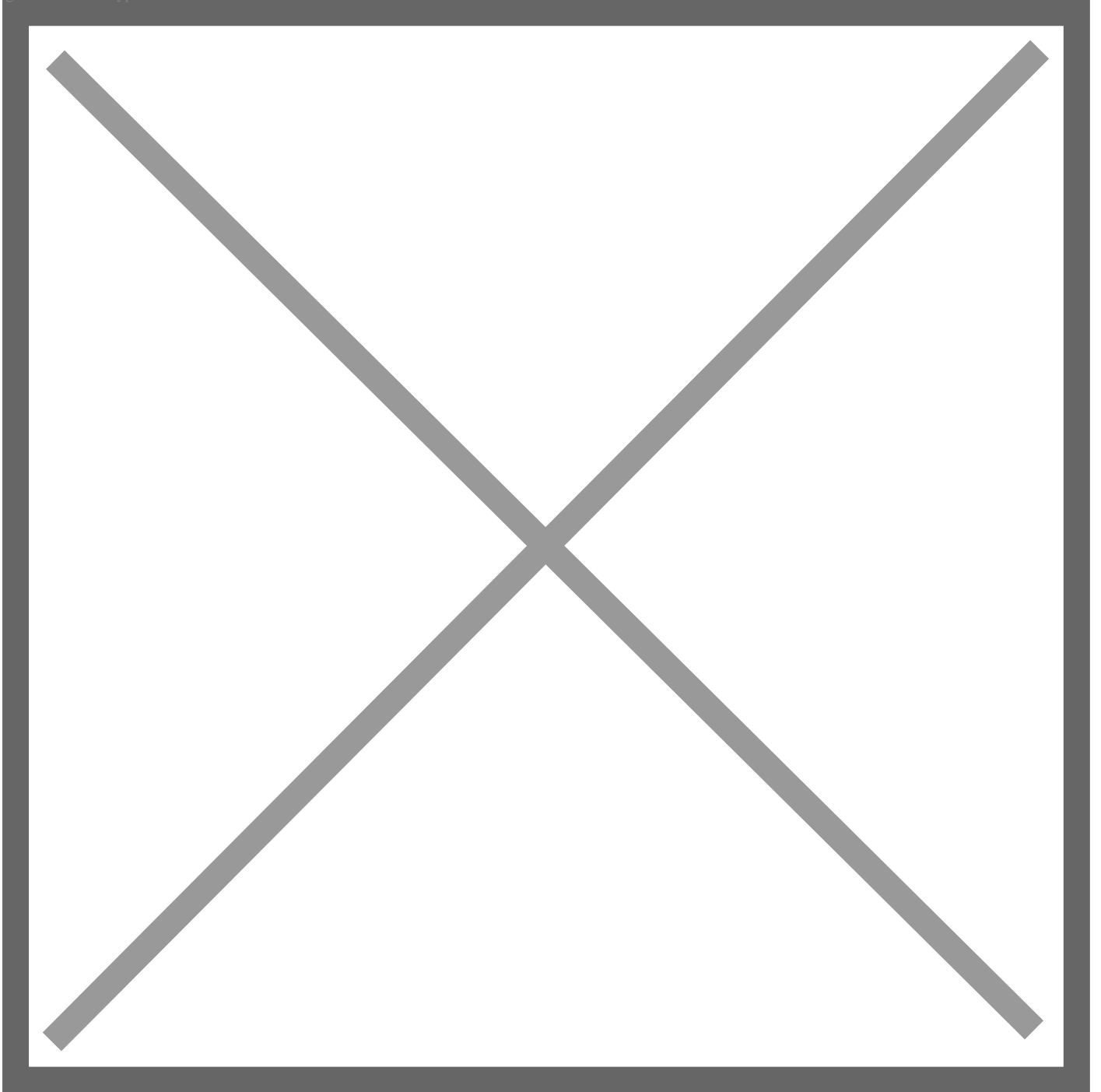


Don't Recline Behind the Wheel: High School Student from St. Petersburg, Fla. Wins National PSA Video Challenge

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SILVER SPRING, Md. (Monday, April 29, 2019) – To encourage positive driving habits for young drivers, Shorecrest Preparatory School junior, Caleb Kravitz developed a creative PSA to inspire his peers to practice safe driving skills. His video, titled “Don’t Recline Behind the Wheel,” is the winner of the Toyota TeenDrive365 Video Challenge, a national peer-to-peer driver safety public service announcement competition. More than a thousand videos were submitted in the TeenDrive365 Video Challenge by teens educating students on the risky behavior of distracted driving.

“‘Don’t Recline Behind the Wheel’ provides an entertaining yet powerful narrative on the dangers of multi-tasking at the wheel and showcases reasons for teens to remain focused and stay safe on the road,” said Al Smith, group vice president, Toyota Social Innovation. “We thank all of the students who entered the challenge for their work to encourage, engage and educate their peers about the life changing consequences of distracted driving, and congratulate all of the TeenDrive365 Video Challenge finalists on their accomplishment.”

Caleb’s PSA takes the viewer on an unconventional journey through the mind of a teenage driver. He uses a recliner chair to travel through his neighborhood to show the causal approach young drivers take when behind the wheel. The PSA ends with Caleb informing his peers that they are not invincible to the consequences of their actions.

“Caleb is a clever, skillful and self-motivated young filmmaker who always sets out to achieve at a higher level than the class assignment requires,” said Bill Leavengood, Shorecrest class of 1978 and Caleb’s teacher for this class for the second year. “I am impressed by how he was able to get a familiar message across in his video submission to Toyota ‘TeenDriver365’ with such creativity and imagination without making it cliché or didactic.”

The TeenDrive365 Video Challenge, now in its eighth year, has received tens of thousands of inspirational submissions that have celebrated teen’s creativity, while elevating the critical goal of protecting teens on the road. It is part of Toyota’s TeenDrive365 program, a comprehensive initiative to provide educators, parents and teens with critical safe driving materials.

“‘TeenDrive365’ presents teens with an incredible opportunity to use the power of digital content to become role models for their peers,” said **Lori McFarling, senior vice president and chief marketing officer, Discovery Education**. “We applaud Caleb’s execution and delivery of the grand prize-winning video, alongside the work that all video challenge finalists put into this amazing initiative every year. Students nationwide combine their storytelling skills and creativity to positively influence their peers with the eventual hope of saving lives. We are proud to stand with Toyota to help spark this important national dialogue.”

Caleb was awarded \$15,000 and will transform his video into a TV-ready PSA. View the video [here](#).

Other winners include:

Second Place: Christina Williams, student at Garner Magnet High School in Garner, N.C. will receive \$10,000 for developing “Christina’s Community.”

Third Place: Aaron Morales, student at International Community School in Winter Park, Fla. will receive \$7,500 for developing “Distraction.”

People’s Choice Winner: Adelaide Wilson, student at Ferndale High School in Ferndale, Mich. will receive \$5,000 for winning this award and \$2,500 for placing as a finalist. Her PSA “Put That Phone Away” ranked highest among public votes.

The additional six finalists will receive \$2,500, and four regional winners from the Northeast, Midwest, South and West regions will each receive \$1,000. National and Regional Toyota TeenDrive365 Video Challenge

finalists can be viewed [here](#).

Toyota TeenDrive365 [resources](#) are available at no-cost and within Discovery Education Streaming Plus, which empowers educators to create dynamic learning environments that mirror students' use of technology outside the classroom. Visit TeenDrive365.com to learn more about the annual TeenDrive365 Video Challenge to help promote safe teen driving. For more information about the program or to watch winning videos from previous years, click [here](#).