Toyota and Discovery Education Announce TeenDrive365 Video Challenge Winners as Part of Digital Learning Program Supporting Students' Lifelong Safe Driving Habits

May 19, 2020

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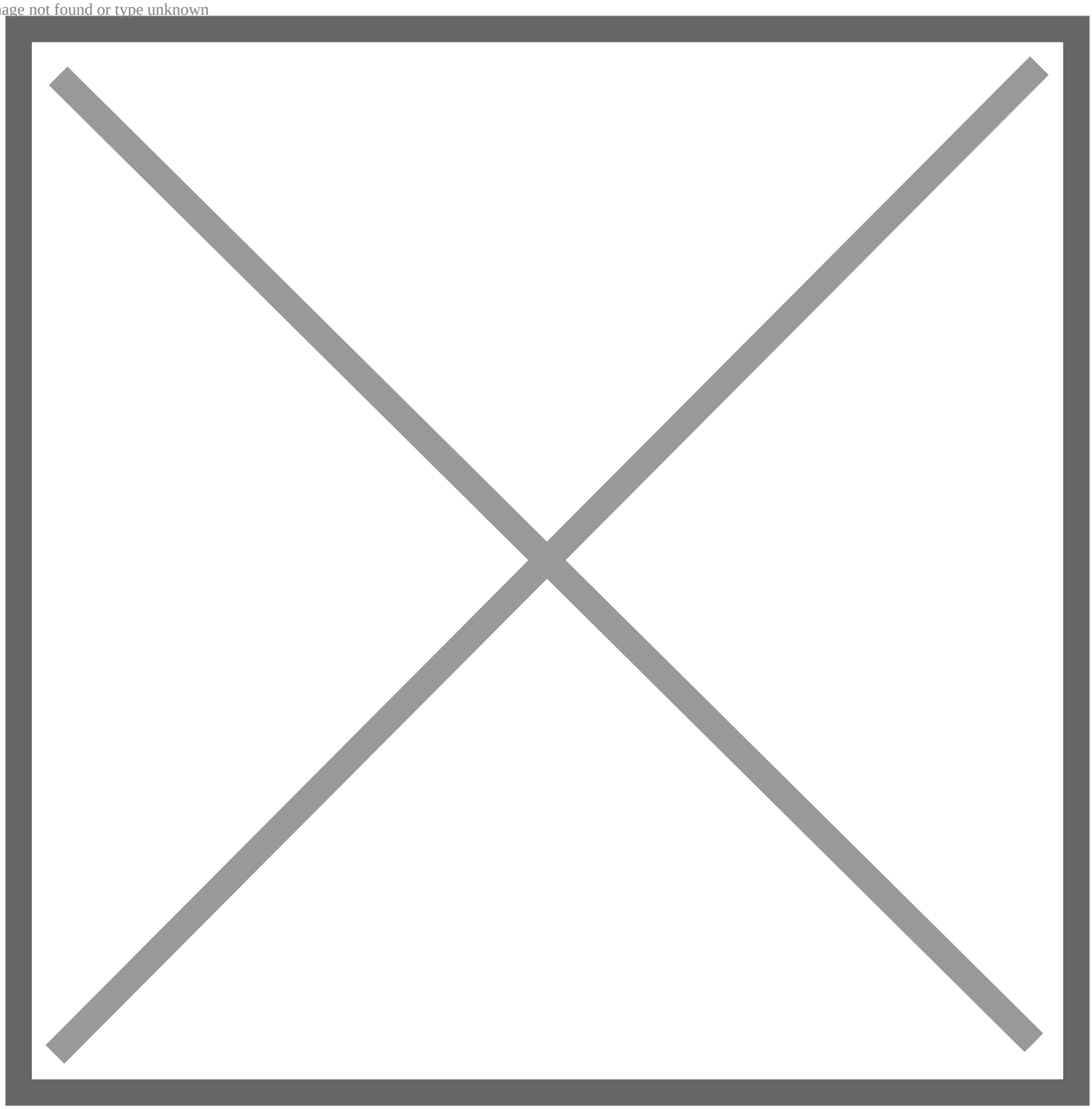

PLANO, Texas (May 19, 2020) Toyota Motor North America, Inc. (TMNA) and Discovery Education announced the winners of the *TeenDrive365* Video Challenge, a national safe-driving public service announcement competition for high school students. From the nearly 1,000 submissions, ten winners were selected, along with 24 state merit prizes and one People's Choice winner. See all the winners at teendrive365.com

High school senior Palmer W. from Hillgrove High School in Georgia takes first place for his original video entitled "HEY!" urging peers to keep their hands on the wheel, eyes on the road, and yield from distractions. The full list of winners are:

- **Grand Prize:** Palmer W. for “HEY!” from Hillgrove High School in Powder Springs, Ga., receives $15,000 and the chance to work with a Discovery Education film crew to reshoot the winning video as a TV-ready PSA
- **Second place prize:** Giselle C. for “Don’t Do What I Did” from Har-Ber High School in Springdale, Ark., receives $10,000
- **Third place prize:** Holden B. for “The Three R’s of the Road” from Aptos High School in Aptos, Calif., receives $7,500
- **Fourth to tenth place prizes:** Each of the following receives $2,500
    - Isaiah C. for “Look Up” from Great Valley High School in Malvern, Penn.
    - Ethan W. for “Stash it, Stow it, Hide it!” from McKinney Boyd High School in McKinney, Texas
    - Ethan W. “Driving Mindfully” from Barnstable High School in Hyannis, Mass.
    - Jadin B. for “Distractathon Decathlon” from Bay Port High School in Green Bay, Wis.
    - Grayson Z. for “Cars in the Wild” from Palm Beach Gardens Community High School in Palm Beach Gardens, Fla.
    - Lynsey R. For “Stay Focused” from Parkland High School in Allentown, Penn.
    - Ayden P. for “A Lesson from Bud” from Village Tech School in Cedar Hill, Texas
- **People’s Choice prize:** Ethan W. for “Stash it, Stow it, Hide it!” from McKinney Boyd High School in McKinney, Texas, receives an additional $5,000
- **NEW! State Merit prizes:** A total of 24 teams of teens across the country receive exclusive prize pack from *TeenDrive365*

Since 2011, TMNA’s *TeenDrive365* Video Challenge has awarded more than a quarter million dollars to high school students across the United States to raise awareness about the dangers of distracted driving. Students submit self-directed 30-60 second videos for a panel of judges to vote. The student-created PSAs are published nationally by TMNA, effectively sharing the importance of safe driving to teens and families.

“The *TeenDrive365* Video Challenge demonstrates the power of peer role modeling while showcasing creativity through this dynamic project-based learning initiative,” said **Lori McFarling, President of Corporate Education Partnerships at Discovery Education.** “We’re proud to partner with Toyota to amplify the importance of teen safe driving.”

The *TeenDrive365* Video Challenge supplements *TeenDrive365*, a digital program produced in partnership between Toyota and Discovery Education, offering no-cost digital learning resources empowering educators, families, and teens with life-saving habits. The Toyota *TeenDrive365* resources are available at teendrive365.com and through Discovery Education Experience.