MOCK CRASH /END OF SCHOOL YEAR SAFETY NEWS ADVISORY

FOR IMMEDIATE RELEASE   CONTACT:
[MONTH] [DATE], [YEAR]   PHONE:

[YOUR AGENCY] TO CONDUCT MOCK CRASH EVENT AT [HIGH SCHOOL]
Goal to Develop Safer Teen Drivers as [Prom Season Approaches or Extra Enforcement Begins on Minnesota Roads]

WHAT: [YOUR AGENCY] doesn't want the class of [YEAR] going out in a crash. [Officers/Deputies/Troopers] are conducting a mock crash event to send a hard-hitting reminder to students and parents of the dangers and consequences of unsafe driving behaviors — such as drinking and driving, driving while distracted, driving at unsafe speeds, and not buckling up — prior to [prom and] the end of the school year].

[YOUR AGENCY] is using the event to remind parents/guardians about the importance of on-going conversation with their children to reinforce teen driving laws, and to set their own family driving rules to protect them from being injured or killed in a crash.

The mock crash uses real crashed vehicles set up on school grounds and student participants to act out roles as crash victims. The school's [entire] student body will watch the demonstration and learn how emergency responders conduct rescue efforts in real-time. Parents and guardians are also encouraged to attend.

WHEN: [Insert Day, Date and Time; could note that news conference or interview availability will be held after the crash event]

WHERE: [Insert High School name and address]

WHO: [Insert names/titles of who will speak at news conference or be available for interviews and list participating organizations in the mock crash event]

WHY: Traffic crashes are the second leading cause of death behind suicide for Minnesota teens due to inexperience, risk-taking, distractions and poor seat belt compliance. Each year, an average of 25 teens are killed, and nearly 3,000 are injured in crashes.

[YOUR AGENCY] is urging parents to set a good example when driving, reinforce teen driving laws, and talk to their teens about the dangers and serious consequences of underage drinking, not wearing a seat belt, speeding and distracted driving.

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