



For more information:
Susan Kessler, Director
C&C Driver Alliance
770.317.7916
susankessler@bellsouth.net
www.newlylicensed.org

Media Advisory

FOR IMMEDIATE RELEASE

October 1, 2008

Teen Driver Awareness Safety Campaign Statewide Campaign To Identify Teen Drivers

WHAT: Press conference to announce new safety campaign to identify all “permit” and “first year licensed” drivers with Caution-Newly Licensed® car magnets. In addition, the Governor’s Office of Highway Safety will present a proclamation from Governor Sonny Perdue declaring October as Teen Driver Awareness Safety Month.

WHEN: Wednesday, October 1st, 2008 at 10:00am

WHERE: Cartersville High School, Cartersville, Georgia. Main entrance on Church Street (Front Lobby and Outside).

PUT THE BRAKES ON THE #1 KILLER OF TEENS!

Every year, over 5,000 teens die, 300,000 are injured and 46,000 are left incapacitated in the United States. Two thirds of those involved in teen driver crashes are other motorists, passengers, and pedestrians. Every year, there are over 250,000 permit and first year licensed inexperienced drivers on Georgia’s roadways. By identifying newly licensed teen drivers with the Caution-Newly Licensed® car magnet, surrounding drivers can exercise caution, patience, and courtesy. The magnet helps protect the teen, their parents (during mandatory driving lessons), and other motorists.

News Conference Scheduled

Join government leaders, law enforcement agencies, state legislators, principals, corporate leaders, leading teen driving safety advocates, media, teens, and parents as we all work together to identify and protect our inexperienced drivers. The press conference will be held at 10:00am and conclude at 11:00am. Brunch will be provided to attendees.

Come take a thrilling ride with a newly licensed teen driver on a driver’s education hazard awareness course. This allows individuals to experience what parents endure teaching their teens how to drive OR test your driving skills on a driving simulator used to teach 21st Century Driver’s Education.

Teen Driver Awareness Safety Campaign Details

Governor Sonny Perdue’s proclamation of October as Teen Driver Safety Awareness Month will recognize the new Caution-Newly Licensed® Car Magnet initiative.

Effective October 1st, 2008, all Department of Driver Services will be distributing informational brochures to parents urging them to identify their teen driver. 1,500 free Caution-Newly Licensed® car magnets will be distributed throughout Cobb, Bartow, and Rockdale county Department of Driver Services locations. The city of Kennesaw will also distribute Caution-Newly Licensed® car magnets to all teen driver residents.