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July 18, 2012

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## **Media Advisory**

### **Driver's Edge Returns to Reno on July 19-22**

**Northern Nevada Teens to Learn Life-Savings Skills for Free  
Non-profit organization continues its mission to help save the lives of young drivers**

Motor vehicle crashes are the number one killer of America's teens according to the National Highway Traffic Safety Administration. Driver's Edge, with its innovative and potentially life-saving instructional program, will make its ninth visit to Northern Nevada to help tackle this problem. On July 19-22, 2012, young drivers can benefit from this non-profit organization's free program as Driver's Edge returns to the Regional Public Safety Training Center in Reno, Nevada.

#### **Driver's Edge includes the following elements:**

- Classroom and behind-the-wheel defensive driving instruction on skid control, evasive lane change maneuvers, anti-lock braking skills and panic-braking techniques, the dangers of texting and other distractions, plus written tests designed to test knowledge both before and after students are behind the wheel;
- Nevada Highway Patrol interaction, including impaired driving awareness and seat belt safety; and
- Proper car maintenance session.

**WHAT:** Driver's Edge provides real-life training for young drivers in an effort to combat the unacceptably high annual number of teen auto collisions and driving fatalities. This exciting half-day program presented with an "MTV flavor" includes classroom and behind-the-wheel training for young drivers. Parents are strongly encouraged to attend as well.

**WHEN:** Thursday through Sunday – July 19-22, 2012 - Two sessions are held each day:  
Session One: 8 a.m. – 12:30 p.m.; Session Two: 1 p.m. – 5:30 p.m.

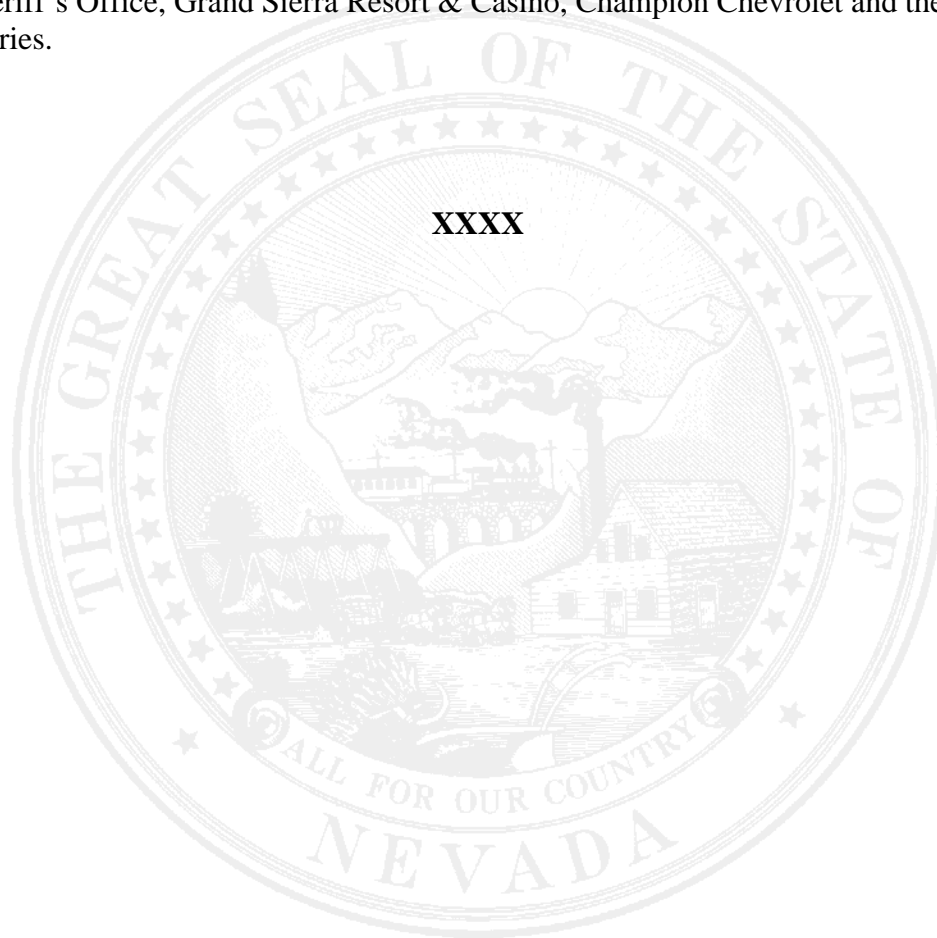
**WHERE:** Regional Public Safety Training Center  
5190 Spectrum Drive  
Reno, NV 89512

**WHO:** Jeff Payne, Driver's Edge founder, Trooper Dan Gordon of the Nevada Highway Patrol and the Edge team of professional racecar drivers and performance driving instructors including former IndyCar stars Alex Lloyd, Jeff Bucknum and Scott Harrington

**\*\*Members of the media are invited to come out and test their skills behind the wheel.\*\***

**TO ATTEND:** Young drivers, aged 15 to 21, possessing a valid learner's permit or driver's license, must register in advance at [www.driversedge.org](http://www.driversedge.org). Each day, a total of 150 young drivers (plus their parents) have the opportunity to attend.

While the value of a comparable program is \$450 per person, there is no charge for young drivers to attend Driver's Edge, thanks to private charitable donations and the generous support of community minded partners such as the Nevada Department of Public Safety, the Washoe County Sheriff's Office, Grand Sierra Resort & Casino, Champion Chevrolet and the IZOD IndyCar Series.



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