



Nevada Highway Patrol

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Media Advisory

DRIVER'S EDGE

Celebrating 10 Years in Reno- July 24-27, 2014

Northern Nevada Teens to Learn Life Saving 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 24-27, 2014, 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 24-27, 2014 - 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 current and former IndyCar, X-Games and Sports Car stars.

TO ATTEND: Young drivers, aged 15 to 21, possessing a valid learner's permit or driver's license.
Over 1,200 young drivers and 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 Nevada Dept. of Transportation.

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

Story ideas can include: Summer driving tips, avoiding distractions, watching out for pedestrians, more teens on the road, tips to parents on how to keep their teen safe, the dangers of drinking & driving and much more.

