



Office of Traffic Safety

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Media Release

Zero Teen Fatalities a Project by the Nevada Department of Public Safety - Office of Traffic Safety

Teenage road fatalities are far too common in Nevada. Our teens today are faced with making more decisions while driving than ever before. In many cases their choices are influenced by a lack of knowledge. Not enough teen drivers are aware of the consequences of poor decision making while operating a vehicle.

In 2013 there were 32 fatalities in the State of Nevada involving teen drivers. According to the National Highway Traffic Safety Administration (NHTSA), in 2013, 62% of teen-related crashes involved aggressive driving, including speed and erratic driving behaviors. Intoxication was a factor in 41% of teen fatal crashes along with other avoidable behaviors including absence of restraints and distractions.

The Nevada Office of Traffic Safety has launched the "Zero Teen Fatalities" program. This program was established to enhance awareness amongst teen drivers. This program allows high school age teen drivers to interact on social media and win prizes. There are too many incentives to list; however, there is a challenge open now for four (4) tickets to Universal Studios in Hollywood, CA. The High School with the most participants will win \$5,000. Other incentives include a trip to Las Vegas for an awards banquet and participation in the "Drivers Edge" competition weekend.

If you have or know any high school teen drivers, I invite you to encourage them to register for this program. Let's join together in our efforts to have Zero Teen Fatalities in Nevada. Teens can register at: WWW.STAYINGUNDEAD.COM.

Thank you for your passion and commitment to saving lives.

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