



FOR IMMEDIATE RELEASE

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Mothers Against Brain Injury Sponsors High School Teen Driving Public Service Announcement (PSA) Contest with \$10,000 prize

Jacksonville, FL – For the 2nd year in a row, Mothers Against Brain Injury was awarded a Teen Safe Driving Grant by The Allstate Foundation in order to host a second Teen Driven PSA contest. This year, MABII has partnered again with Shands Jacksonville's TraumaOne and First Coast News WTLV NBC-12 / WJXX ABC-25, to bring the contest to the **public in order for them to vote for the best made PSA** on the very serious issue of Unsafe Driving Practices by Teens. All High Schools in Duval, Clay, Nassau, and St. Johns were invited to participate by submitting one 22 second PSA with a target audience of their peers and parents. The top 4 PSA's selected will be posted on First Coast News's website for the public to vote on their favorite beginning April 15 and ending May 15.

The website to vote is: www.firstcoastnews.com and click on Community.

The school that wins the most votes will receive \$5,000 for their Television Production Program and \$5000 for the teen creators to share equally. The winner will also appear on Good Morning Jacksonville to be awarded their prizes, and the winning PSA will air in a schedule on WTLV and WJXX.

“As the founder of Mothers Against Brain Injury, Tracy Porter visits with a growing number of parents here in Jacksonville whose teens have sustained life threatening and often times fatal injuries due to these unsafe driving practices. Jacksonville is one of the top 5 cities in our nation for fatal accidents involving teen drivers according to Allstate. Awareness of the issue amongst teens, increased parent involvement and injury prevention are the only ways to reduce the number of teen driving accidents.”

Pam Taylor, RN, Trauma Prevention Educator for TraumaOne at Shands Jacksonville, states that “far too many teens have lost their lives or suffered permanent physical disabilities due to unsafe driving practices. These devastating consequences also have a tragic emotional impact that affects the entire family and community. PSA's created for teens by teens can be a powerful tool to effect change in risky driving behaviors”.

Mothers Against Brain Injury, Inc. is a 501c3 charitable organization based in Jacksonville FL. Their mission is to provide Free Tote Bags filled with personal comfort items, information and Hope to all families in Florida experiencing a Traumatic Brain Injury with a loved one. For more information visit www.mabii.org