



**FOR IMMEDIATE RELEASE**

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**National Foundation for Teen Safe Driving launches “Summer Promise 2017”  
Ending the “100 deadliest days” starts with a promise to yourself**

For most of us, summer is the time for outdoor fun, family vacations and relaxation. Sadly, the number of crashes involving drivers ages 16-19 increases dramatically between Memorial Day and Labor Day, making these the 100 deadliest days for teen drivers.

National Foundation for Teen Safe Driving has launched Summer Promise 2017, a new campaign designed to help teens and adults learn about the facts that underscore the heightened importance of safe driving choices during the summer months. Each week the campaign will focus on a different topic to help both teens and adults understand the risks, how those risks impact their safety and the safety of others, and the proven methods and smart choices to mitigate those risks.

NFTSD is working with auto dealers, dealer associations and industry related partners to help raise awareness of the facts, and share life-saving messages throughout the summer. Youth participating organizations, schools, community associations and other youth service organizations are invited to join the campaign.

As part of the campaign, NFTSD will lead weekly discussions, provide tips, and publish articles messages from safety experts from across the country. Each week through Labor Day, you find an interesting perspective that can help you understand why this deadly trend continues, and how taking small steps will result in great strides. In addition to providing important safety information, you’ll also have a chance to win some great gifts compliments of National Foundation for Teen Safe Driving.

“We want teens to have a fun, safe and enjoyable summer,” states Roy Bavaro, NFTSD executive director. “We also realize that engaging teens in a meaningful discussion about safe driving can be challenging at any time. That’s why we’ve added a weekly prize giveaway drawing to have some fun and entice participation.”

Summer Promise 2017 is about making a promise to yourself. Spend a few minutes each week and join the discussion that’s focused on your safety. Then soak up the sunshine, laugh with friends, enjoy the little things, and have some fun. Most important, always be safe, especially when driving. Returning home safely is the Summer Promise you make every day. Keep your promise.

NFTSD provides all campaign templates to anyone supporting the campaign, free of charge. To learn more about the campaign and prize giveaways, visit [www.SummerPromise2017.com](http://www.SummerPromise2017.com)

**About National Foundation for Teen Safe Driving**

Established in 2011, National Foundation for Teen Safe Driving is a 501 (c)(3) non-profit charitable organization

dedicated to reducing the number of deaths and injuries resulting from automobile crashes by promoting safe driving and passenger safety to teens, parents and other teen influencers, through leadership, education and awareness.

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