



**FOR IMMEDIATE RELEASE**

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**Kiefer Foundation to Award \$50,000 in Scholarships for the Best Distracted Driving Advocates**

*Young people asked to submit 30-second videos with a tip to end distracted driving*

The Kiefer Foundation kicked off the **Stop Distracted Driving Campaign** today (June 21, 2018) asking young people aged 16 and older to submit 30-second videos articulating how they will stop their friends from driving distracted.

The campaign spans across the “100 Deadliest Days” of distracted driving (concluding Sept. 3) and will award scholarships to the top five videos with a grand prize of \$25,000 and an opportunity to produce the concept professionally.

“Every day in this country, 10 people are killed by distracted drivers - it’s the No. 1 killer of young people aged 15 to 29,” said Kiefer Foundation Chairman **Steve Kiefer**. “We want this campaign to get more young people involved in this important initiative.”

Participants should post a 30-second video clip to Twitter and/or Instagram a tip on how they aim to stop distracted driving. The posts should be public and include the hashtags #HandsFreeUSA and #Contest. For full rules, visit [handsfreecontest.com](http://handsfreecontest.com).

Eligible videos will be added to an online gallery and voted on by the public. At the conclusion of the voting period, the top five videos will be submitted to a panel for judging. In addition to the grand prize, prizes will be awarded to one first place winner (\$10,000) and three second-place winners (\$5,000).

“We want to see young people get involved, get their friends involved, and help us end this national epidemic,” said Kiefer.

Individuals can submit a video or learn more by visiting [mkiefer.org/contest](http://mkiefer.org/contest) or [handsfreecontest.com](http://handsfreecontest.com).

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