



MEDIA ADVISORY

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The Allstate Foundation and Safety Center Incorporated Unveil New Tool to Teach Teens the Rules of the Road

A Safe Driving Simulator and Major Grant from the Allstate Foundation Boost Efforts to Prevent Car Crashes Among Teens in the Sacramento Region

SACRAMENTO, Calif., (August 29, 2007) Car crashes have remained the number one killer of teens in the U.S. for over a decade, claiming the lives of 6,000 teens each year. California has the country's highest number of teen driving deaths, with 851 fatalities in crashes involving drivers ages 15-20 years old in 2005, according to the National Highway Traffic Safety Association's Center for Statistics and Analysis.

"The Allstate Foundation is committed to reducing the number of teens in our state who die each year in preventable crashes," said Robert H. Barge III, field vice president for Allstate in California. "Working together with Safety Center Incorporated, we are able to educate teens about safe driving behaviors and help parents in California prepare their teens to drive."

To help raise awareness of this public health issue and to equip teens with the tools to minimize driving distractions, the Allstate Foundation and Safety Center Incorporated are kicking off the "back-to-school" season by unveiling a Virtual Driver Interactive safe driving simulator. The simulator will feature STREETReady™, an interactive driver training course based on the National Driver Education Curriculum recommended by the National Highway Traffic Safety Administration (NHTSA). STREETReady teaches students defensive driving techniques in a safe, controlled environment—the curriculum puts students in dangerous situations without putting them in danger.

The unveiling of this brand new simulator coincides with the first "Alive at 25" driver education course of the season, held at Safety Center Incorporated. Alive at 25 is an interactive session which teaches young drivers safe driving techniques and behaviors, and alerts them to the dangers of driving distractions such as cell phone use, speeding and other passengers.

A brief press conference will be held to announce the grant partnership between Safety Center Incorporated and the Allstate Foundation, as well as a check presentation. A demonstration of the Virtual Driver Interactive Simulator will follow the press conference. Allstate representatives will be on hand to provide parents and community members with a Parent-Teen Driving Contract. A representative from the California Highway Patrol will also be available to discuss Graduated Driver Licensing Laws in California.

Where: Safetyville, USA

“State Capitol” Building
3909 Bradshaw Road
Sacramento, CA 95827

When: Thursday, Sept. 6th
10:30 a.m. – 11:30 a.m. (Simulator demo at approximately 11 a.m.)

Who: **Elizabeth McClatchy:** President & CEO, Safety Center Incorporated
Gail Kelly: Vice President Community Programs, Safety Center Incorporated
Terry Polvado: Vice President, Safetyville
Bob Davis: CEO and President, Virtual Driver Interactive
Michael Champion: Assistant Chief, California Highway Patrol
Louisa Stiff: Allstate Regional Marketing Division Manager
Beth Brenner: California Allstate Foundation Manager
Scott VanderLinden: Senior Marketing Consultant
Allstate Exclusive Agents and Community Citizens

Visual Opportunities:

- The Allstate Foundation Presents a \$68,500 check to Safety Center Incorporated
- Demonstration of Virtual Driver Interactive Simulator
- Parent-Teen Driving Contract signings

About Safety Center, Inc.

Safety Center Incorporated is a 501(c)3 organization founded in 1934 whose mission is to reduce injuries and save lives by providing safety education and training. It accomplishes this mission by promoting lifelong safety and health through a variety of community and professional programs serving children, teenagers, adults and seniors.

About Virtual Driver Interactive

Virtual Driver Interactive (VDI), a wholly owned subsidiary of Raydon Corporation, provides driver improvement simulation training to corporations and public education facilities across the country. VDI's curriculum and simulation systems teach the proven, defensive driving techniques taught by the National Safety Council as well as the American Driver and Traffic Safety Education Association (ADTSEA). The company currently offers two driver training systems: the Virtual Defensive Driving Course (Virtual DDC), a driver improvement course; and StreetReady, designed for novice drivers. VDI is headquartered in El Dorado Hills, Calif. For more information about VDI, please visit the company's Website at www.driverinteractive.com or call 877-746-8332.

About The Allstate Foundation

The Allstate Foundation is an independent, charitable organization made possible by the Allstate Corporation. Allstate and The Allstate Foundation sponsor community initiatives to promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and "economic empowerment". The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve *their* American dream.

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