



MEDIA ADVISORY

TOYOTA AND DISCOVERY EDUCATION BRING FREE SAFE DRIVING COURSE AND IN-SCHOOL ASSEMBLY TO CLEVELAND, TENNESSEE TO HELP REDUCE THE RATE OF TEEN DRIVING FATALITIES

Cleveland High School Teacher Earns Safety Programs and Cutting-Edge Driving Simulator for her School by Winning the National Toyota Teen Driver Educators' Challenge

WHAT: In recognition of Cleveland High School teacher Erin Hattabaugh winning the Grand Prize in the national *Toyota Teen Driver Educators' Challenge*, [Toyota](#) and [Discovery Education](#) will host an in-school safe driving assembly and a free, interactive [Toyota Driving Expectations](#) safe driving event for Cleveland High School students, their parents and the surrounding community. Toyota and Discovery Education will also present the school with a cutting-edge, interactive driving simulator to use with its students.

Media interviews and private demonstrations for media and their teen children with Toyota's professional driving instructors available upon request.

WHEN: **Friday, September 28, 2012 – In-School Safe Driving Assembly**
1:00 p.m. – 2:00 p.m.
Suggested Media Arrival – 12:45 p.m.

Saturday, September 29, 2012 – Toyota Driving Expectations Event
8:00 a.m. – 5:00 p.m.
Suggested Media Arrival – 7:45 a.m.

WHERE: Cleveland High School, 850 Raider Drive, NW, Cleveland, TN 37312

WHY: Teenage drivers are four times more likely to be involved in a crash than more experienced drivers, according to the Centers for Disease Control. In response, Toyota created *Toyota Driving Expectations*, a groundbreaking program for teenagers and their parents or caregivers that goes far beyond basic drivers' training. Since 2004, *Toyota Driving Expectations* has offered interactive classroom instruction as well as a behind-the-wheel driving experiences that challenge students to stay safe while coping with common accident-causing distractions.

This *Toyota Driving Expectations* event and in-school safe driving assembly are being brought to Cleveland, Tenn., to reward the grand prize winner of the *Toyota Teen Driver Educators' Challenge*, Cleveland High School teacher Erin Hattabaugh. Her submission won top honors in the contest that asked teachers to develop creative, fresh and engaging action plans that promote and encourage safer teen driving in their schools and their communities. Hattabaugh also won a \$5,000 grant and Virtual Driver Interactive simulator for Cleveland High School, which will be presented during the in-school safe driving assembly. *Toyota Teen Driver*, a partnership between Toyota and Discovery Education, offers free, powerful tools to help teens avoid distractions and stay safe behind the wheel.

WHO:

- Erin Hattabaugh, Cleveland High School Teacher & Winner of the national *Toyota Teen Driver Educators' Challenge*
- Representatives from Toyota, Discovery Education and Virtual Driver Interactive

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About Toyota

Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants and has a network of nearly 1,500 dealerships. Toyota directly employs over 30,000 in the U.S. and its investment here is currently valued at more than \$18 billion, including sales and manufacturing operations, research and development, financial services and design.

Toyota is committed to being a good corporate citizen and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed over half-a-billion dollars to philanthropic programs in the U.S. For more information on Toyota's commitment to improving communities nationwide, visit <http://toyotainaction.com/community> or www.toyota.com/community.

About Discovery Education

Discovery Education transforms classrooms, empowers teachers and captivates students by providing high quality, dynamic, digital content for grades K-12 and community colleges. Powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world, Discovery Education is the global leader in standards-based digital media, professional development, assessment tools and a passionate educator network to support districts in accelerating student achievement. Discovery Education services like Discovery Education *streaming*, Discovery Education Techbook and Discovery Education Higher Ed, are in more than half of all US schools and 35 countries around the world. Explore the future of education at www.discoveryeducation.com.

About Toyota Driving Expectations

Toyota Driving Expectations is a complimentary driving course for teens provided by Toyota since 2004 with nearly 20,000 participants. This educational, non-sales event includes multiple driving courses and classroom instruction. The event is designed to go beyond basic drivers' training, providing teens and their parents with both the knowledge and the experience to increase safe driving practices.
<http://www.toyotadrivingexpectations.com>.

To view a video about Toyota Driving Expectations, please visit
http://pressroom.toyota.com/video_display.cfm?video_id=19972.

About Virtual Driver Interactive, Inc.

Virtual Driver Interactive (VDI) is well known in the simulation industry for its vision of innovative training. From training experienced corporate fleets to new teen drivers, VDI delivers effective training. By offering a wide range of system hardware options, VDI's customers can expect highly portable, affordable and effective solutions. VDI program titles include Virtual HD, the premier product in VDI's voice integrated training portfolio designed specifically for corporate programs; One Simple Decision, a deterrent to

distracted or impaired driving; and StreetReady, a structured novice driver program measuring and teaching key skills. VDI is a privately-held company headquartered in El Dorado Hills, California. For more information about VDI's innovative interactive simulation driver training solutions, please visit www.driverinteractive.com.

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