

## **Distracted Driving Scholarship Winner Announced**

*The Law Office of Neil Burns is proud to announce the winner for their Distracted Driving Scholarship Award.*

Boston, MA ([PRWEB](#)) June 13, 2016 -- The Law Office of Neil Burns, a prominent personal injury law firm in Boston, has selected a winner for its “Distracted Driving Scholarship”. The purpose of the scholarship is to raise awareness among young drivers for car crashes which are wholly preventable and claim thousands of young lives each year. Lawyers who work with the victims of car accidents see the pain and suffering motor vehicle collisions cause especially among the younger demographic.

Firm Founder Neil Burns explains, “Distracted driving related accidents have been on the rise and we wanted to do something about it. Thus, we offered a nationwide Distracted Driving Scholarship to promote awareness of the seriousness of the losses caused by this preventable behavior.” Students were asked to submit an essay on one of the following questions: (1) how were you affected by distracted driving; (2) what have you done to bring awareness to distracted driving; or (3) how can your essay make other young drivers aware of the tragic consequences of distracted driving?

Over 600 students submitted essays including - tragic stories of family and friends, heartfelt sharing, and essays reflecting extensive research – all with a message of hope for young people. The law firm took the top five essays and posted them to their blog and asked the finalists to share their respective blog posts with family, friends, and their communities and made one of the determining factors in choosing a winner be the number of online interactions generated by each finalist’s blog post. “We wanted to get the distracted driving message out to as many young people as possible,” stated Neil Burns. In total the student’s essays generated over 13,000 social media interactions, generating a large amount of awareness for young people all around the United States.

After two weeks of having the finalists sharing their blog posts on social media the firm determined that Ashley Franco, of the University of Northern Colorado, in Greeley, Colorado is the winner of the \$1,000 scholarship. To see the touching story of how Distracted Driving affected Ms. Franco please read her article located on the firm's Personal Injury Blog. Ashley’s unique writing style and tragic story impressed the judges as well as her ability to generate a large amount of “buzz” on social media. Distracted driving can be prevented, share her story and never use your cell while driving.

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