



## **Click it, Don't Risk it Launches PSA Contest for High School Students to Win \$2,000 – 4 Prizes will be Awarded**

*The National Safety Council, Nebraska today announced the start of its Click It Don't Risk It public service announcement (PSA) contest for Nebraska high school students. The contest is part of the Click it, Don't Risk it statewide seat belt awareness initiative to warn Nebraska teens about the dangers of driving or riding in a vehicle without using a seat belt.*

[www.clickitdonriskit.com](http://www.clickitdonriskit.com)

Omaha, NE ([PRWEB](#)) January 07, 2015 -- The National Safety Council, Nebraska today announced the start of its Click It Don't Risk It public service announcement (PSA) contest for Nebraska high school students. The contest is part of the Click it, Don't Risk it statewide seat belt awareness initiative to warn Nebraska teens about the dangers of driving or riding in a vehicle without using a seat belt.

“Education is an important part of our strategy to increase seatbelt usage in Nebraska,” Beverly Reicks, CEO and President of the National Safety Council, Nebraska said. “It's mission critical that we educate teens about the danger of being unrestrained in a motor vehicle. Tragically, last year, 71% of Nebraska teens who died in crashes were not wearing a seat belt. Our hearts go out to the families and friends, but we know that most of those teens would be here with us to celebrate the holidays if they had worn their seat belts.”

As part of the PSA contest, Nebraska high school students will produce a 30-second video using the theme “What have you got to lose?” A winning PSA from each school class (A, B, C, D), will be chosen. Submissions will be judged on the message and a social media score which will be tracked via Twitter, Facebook, and Instagram. Each winning PSA will receive \$2,000 and have its winning PSA video played at a theatre in or near its community.

The deadline for submitting a video is February 12, 2015. Winners will be announced on March 6, 2015. Video submissions will be available for voting and review at <http://www.clickitdonriskit.com> after February 13-20, 2015.

Students may find out more information about the contest rules, video submissions, and seat belt awareness at <http://www.clickitdonriskit.com>.

About the National Safety Council, Nebraska: The National Safety Council, Nebraska began in 1924 as the Omaha Safety Council. We are the Nebraska chapter of the National Safety Council. Our unique mission is to promote safety and health by providing programs, resources, and education to reduce both the personal and economic loss associated with injuries, accidents, and health hazards. NSCN partners with businesses, schools, law enforcement, firefighters, hospitals, and Nebraska communities to provide education and training focused on keeping Nebraskans safe.

The National Safety Council, Nebraska is a Nebraska-based private, not-for-profit, 501c 3 organization. We are Nebraska's first defensive driving trainer, serving more than 12,000 drivers annually and the largest private teen driver education and motorcycle safety programs in Nebraska.

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