

\$15,000 in Prizes to Prevent Teen Traffic Deaths

California Casualty and Impact Teen Drivers are putting out the call for the 2016 Fall Create Real Impact contest. Students ages 14-22 can enter their written, video, art or musical work at www.createrealimpact.com.

San Mateo, CA (PRWEB) August 31, 2016 -- Impact Teen Drivers and California Casualty are once again looking for the best creative solutions to prevent deadly distracted driving – the number one killer of American teens. Entries for the fall 2016 Create Real Impact contest are being taken now through September 30, 2016 at www.createrealimpact.com.

Prizes totaling \$15,000 will be awarded to students aged 14-22 for their best peer-to-peer messages sharing their solutions to reckless and distracted driving in the following categories:

- Video
- Music
- Art
- Creative writing
- Spanish Language art or video

Winners will be determined by a panel of judges and online voting that will be conducted October 1-7 with winners announced during National Teen Driver Safety Week October 16-21.

Efforts like the Create Real Impact contest are needed now more than ever; the National Highway Traffic Safety Administration reported that traffic deaths increased in 2015, reversing a declining trend over the previous years. The NHTSA reports that the largest proportion of drivers involved in fatal distracted driving crashes were teens.

“The fact that car crashes are the leading cause of death for young people in this country, and 75% of these do not involve drugs and alcohol means that the majority of crashes occur due to everyday distractions that become lethal behind the wheel. It’s not about blaming one behavior and leaving it at that; we need to change the culture of driving to one that is distraction-free, and we need young people to help achieve this goal through creative peer-to-peer messaging,” said Kelly Browning, Ph.D., Executive Director, Impact Teen Drivers.

This spring’s Create Real Impact contest garnered 2,000 entries, with \$1,500 grand prizes awarded to a diverse group of talented students from across the country. Those winning entries can be found here: http://createrealimpact.com/entries/winners_spring2016.php.

Awards also were given to Lambert High School in Suwanee, GA, Our Lady of Lourdes Academy in Miami, FL, and Beavercreek High School in Dayton, OH.

Headquartered in San Mateo, California, with Service Centers in Arizona, Colorado and Kansas, California Casualty provides auto and home insurance to educators, firefighters, law enforcement and nurses across the country. Celebrating more than 100 years of service, California Casualty has been led by four generations of the Brown family. To learn more about California Casualty, or to request an auto insurance quote, please visit www.calcas.com or call 1.800.800.9410.

**Contact Information**

Mark Goldberg

California Casualty

<http://www.calcas.com>

+1 719.532.8436

Online Web 2.0 Version

You can read the online version of this press release [here](#).