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Providing Insurance and Financial Services

NEWS FOR IMMEDIATE RELEASE

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Nothing distracting about SMARTRISK donation

State Farm® Youth Advisory Board donating \$60,000 to help Ontario and New Brunswick High Schools develop distracted driving social media messages

Aurora, Ontario. October 21, 2011 – The State Farm Youth Advisory Board has donated \$60,000 USD to SMARTRISK - www.smartrisk.ca - as it works in collaboration Toronto, Ontario's Northern Secondary and Fredericton, New Brunswick's Leo Hayes High School on a social media project designed to bring awareness to distracted driving among teens.

SMARTRISK research suggests as many as three in four young drivers still text, eat, fiddle with music players or get distracted by lively chats with their friends in the passenger seats. Maybe they need to hear the messages from their peers instead, delivered in creative new ways. That's the basis for a nationwide distracted driving campaign being developed by youth working with SMARTRISK.

Thirty students, ages 17-20, from across North America comprise the State Farm Youth Advisory Board (YAB). They are charged with helping State Farm design and implement a \$5 million-a-year signature service-learning initiative to address issues important to State Farm and communities across the United States and Canada. The YAB has granted over \$20.7 million since its inception in 2006, empowering youth to implement service-learning in 331 communities. For more information about the State Farm YAB see – www.statefarmyab.com

"Distracted driving is a serious issue when it comes to teen driver safety with automobile crashes cited as the number one cause of teen death in North America." Explains Zac Stevenson, Community and Philanthropy for State Farm. "That's why it's important for State Farm to be actively involved in this initiative with SMARTRISK. With this donation, SMARTRISK can help Canadian teens understand the risk of distracted driving by utilizing the digital tools that are becoming more a part of our daily lives."

One of the main components of the campaign is a multi-media competition with the goal of convincing young people that the risks of distracted driving far outweigh the benefits. Students in high schools participating in the SMARTRISK No Regrets peer education program - www.smartrisknoregrets.ca - will be challenged to design creative ways to convince young drivers to give their full attention to the road.

“SMARTRISK and State Farm know that distracted driving is one of the most critical risk issues young drivers face these days,” said Dr. Philip Groff, SMARTRISK President and CEO. “We’re thrilled that State Farm is supporting Canadian students in developing innovative distracted driving campaigns to communicate to their peers that driving requires their full attention and that distractions can be deadly.”

Media Invitation

Please join us as for the cheque presentation in the boardroom at SMARTRISK headquarters.

When: Tuesday, October 25, 2011
11:30 a.m. ET

Where: SMARTRISK
36 Eglinton West
Suite 704
Toronto, ON
416-596-2700

Contact: Zac Stevenson from State Farm will be onsite and available for interviews.

About State Farm®

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