



Motor vehicle accidents are the **leading cause of death for American teens**, making it one of the most important subjects we can address to protect the safety of our nation's youth. According to the National Highway Traffic Safety Administration, about 6,982 teenagers between the ages of 15-20 died in motor vehicle crashes in 2007.

One of the most effective ways to reach teens to help influence their decision-making and reduce risky driving is through peer education.

Since 1922, State Farm® has been dedicated to meeting our customers' needs not only by providing the best product at the best price – but also by helping build safer, stronger and better educated communities. Being a good neighbor in our communities is nothing new to us. It's part of our company heritage.

That's why we are strong supporters of Project Ignition - a forum through which students develop **communication programs that address risky driving behaviors**, such as seat-belt use, speeding, impaired driving and distractions while behind the wheel, like using a cell phone, eating or fumbling for a CD.

Schools involved in this program select a topic and plan a way to market and communicate their message. Students in different subject areas combine efforts to create a public awareness campaign to spread messages in their schools and communities through television, online videos, demonstrations at school, or mock crashes, just to name a few.

As the nation's largest insurer of automobiles, State Farm feels compelled to take a leadership position on the issue of teen driver safety through grant support of Project Ignition. This initiative is one of many programs that make State Farm an auto safety leader.

At A Glance:

Sponsored by State Farm® in partnership with the National Youth Leadership Council

Best of the Best in 2008-2009:
New Castle Jr./Sr. High School
New Castle, Pa.

2009-2010 Top 25:

- Boise High Schools – Boise, Idaho
- Branchville High School – Branchville, S.C.
- Byng High School – Ada, Okla.
- Central Campus – Des Moines, Iowa
- Clay City High School – Clay City, Ind.
- Eureka High School – Eureka, Calif.
- Fayetteville High School – Fayetteville, Ark.
- Fieldcrest High School – Minonk, Ill.
- Frederick County Career & Technical Center – Frederick, Md.
- Gibson City Melvin Sibley High School – Gibson City, Ill.
- Harry D Jacobs High School -- Algonquin, Ill.
- Ionia County Intermediate School District – Ionia, Mich.
- Lincoln Charter School – Denver, N.C.
- Lincoln Community High School – Lincoln, Ill.
- Littleton High School – Littleton, N.H.
- Mansfield High School, --Mansfield, Ark.
- Norfolk Senior High School – Norfolk, Neb.

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Our agents live in the communities they insure, so we feel strongly about teen driver safety, which time and time again has such a devastating affect on families, schools and communities. Agents get involved by presenting checks and providing expertise while becoming familiar with the young drivers in their areas.

Project Ignition, introduced in January 2004, is sponsored by State Farm in partnership with the National Youth Leadership Council (NYLC).

Through a competitive process, 25 schools across the United States each receive a \$2,000 grant to implement their communication campaigns. Up to 10 are then awarded another \$5,000 grant to attend the State Farm Companies Foundation-sponsored National Service-Learning Conference convened by NYLC. One school is selected as the winner and receives a \$10,000 grant to continue its safety program.

State Farm is committed to service-learning, an innovative teaching strategy that uses the school's curriculum to address a community problem. Service-learning programs not only teach students about issues that have real-world importance, but also provide a golden opportunity for them to have a positive, direct impact on their community while using and increasing their academic skills.

As it moves through its third decade, NYLC remains focused on its mission to "build vital, just communities with young people through service-learning." The National Service-Learning Conference is the largest gathering of youths and practitioners from the field. This year's conference is in Nashville March 18-21, 2009.

More information on Project Ignition can be found at www.sfprojectignition.com. For more about NYLC, go to www.nylc.org.

2009-2010 Grant Winners Continued from previous page...

- Owen Valley High School – Spencer, Ind.
- Payson High School – Payson, Ariz.
- Ridgmont High School – Ridgeway, Ohio
- Ruidoso High School – Ruidoso, N.M.
- Rushville Consolidated High School – Rushville, Ind.
- Shelton High School – Shelton, Wash.
- Walker County Center of Technology – Jasper, Ala.
- Yelm High School – Yelm, Wash.

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