

Coming soon to your school....



August, 2007

**Do you have a young driver? Concerned about his or her safety?
Experiencing high insurance rates?**

The administrators and teachers at your child's school have the same concerns. So to help young drivers improve their skills, be safer on the road and compete for some great prizes, they have chosen to become a SmartDrive school for the upcoming academic year.

SmartDrive is a free, online program of driver education reinforcement aimed at students who already have their driver's licenses. The program was conceived by Delmarva Broadcasting Company in early 2004 in response to a rash of untimely and unnecessary deaths of several Delaware high school students in vehicle crashes. A group of professionals developed this comprehensive program to educate and motivate young drivers to operate at a higher level, demonstrating greater responsibility and maturity before and during every moment they are behind the wheel of a motor vehicle.

The program is offered from Nov. 1 to Jan. 31, and Jan. 1 to March 31 – schools choose one semester in which to participate -- and consists of three instructional student modules and one "bonus" parent module. The program features case studies, graphics, questions and film clips to encourage students to develop their analytical and judgmental skills with regard to motor vehicle operation. The aim is to review and reinforce good driving principles and habits and encourage a dialogue between parent and young driver.

Offered exclusively in 33 Delaware high schools last year, the program is slated to be offered in over 45 schools this year in Delaware, Maryland and Pennsylvania. Students can not only improve their driving skills and earn After Prom money for their schools, but also earn great individual prizes such as scholarships, trips, concert tickets and I-pods. Additionally, the top three schools with the highest percentage of performance will be selected as SmartDrive Schools of the Year and earn \$1,500, \$1,000 and \$500 respectively for their After Prom parties.

SmartDrive will be presented to your son or daughter in the coming weeks, please encourage him or her to participate, not just for the prizes but because SmartDrive will help him or her to "drive smart" for life.

***For more information call 302-463-6543 or visit our website at
www.smartdrivede.org.***