



August, 2008

Dear Administrator;

Welcome to SmartDrive 2008-2009! If you are returning, we are so glad to have you back. If you are new to SmartDrive, welcome aboard, we know you are going to enjoy this year.

This year SmartDrive will be presented in nearly 70 schools in Delaware, Maryland and Pennsylvania. In January, we will pilot the next level of SmartDrive, SmartDriveU in partnership with Wilmington University, in an effort to reach the next level of young drivers with our message of good driving judgment.

We have a great deal of new material to share with you. We have enhanced to our curriculum content and are focusing particularly on the issues which you have indicated to us are of most concern to you, your parents and students. Enhanced attention this year is being paid to passenger management and behavior, driving distractions, DUI, and pedestrian awareness. We are continuing our overall theme of decisions and consequences because, when it comes right down to it, driving is the ultimate decision making challenge.

We have also entered into some new partnerships which will result in additional bonuses for our students and their schools. Among our new partners are State Farm Insurance, Maryland's Sheriffs' Departments, Christiana Trauma Center's *Think First* program and many more. These partnerships, by and large are responsible for the enhanced content your parents and students will be receiving in this year's modules.

Enclosed with this letter, is an Operations Manual which will address some of the most commonly asked questions regarding SmartDrive. Also enclosed with it is an inaugural newsletter release for your school newspapers and websites. Please feel free to post it as you see fit.

As with last year, the program will kick off officially on November 1. It is best to get your student presentation – whether it will be a lunch time presentation, full assembly, or homeroom visit – scheduled early. Please call 302-463-6543 or email [kbusby@smartdrivede.org](mailto:kbusby@smartdrivede.org) as soon as possible. As always, we are interested in participating in student and school events, PTSA meetings, and community events as a way of getting the word out there on not just SmartDrive, but the great work of our member schools and their students. Please feel free to pass on any worthwhile events.

Again, welcome and we look forward to creating smarter drivers at your school!

Sincerely,

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