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Don't Drive Distracted California (D3CA) Contest Asks Teens to Create Multi-Media Safe Driving Awareness Campaigns for Chance to Win New Car or Scholarship

TUSTIN, Calif., (Dec. xx, 2012) – As a long-time advocate and supporter of several teen safe driving initiatives, [DCH Tustin Acura](http://www.d3ca.org) will lead the local efforts behind a new campaign to raise awareness about the dangers young drivers face when behind the wheel of the car. High school students throughout Orange County, and California, are invited to create and submit a multi-media teen safe driving program to the DCH Teen Safe Driving Awareness Contest with the chance of winning a brand new car or a scholarship of the equivalent amount.

The contest is part of the broader D3CA (Don't Drive Distracted California) campaign, which was developed in partnership with DCH Teen Safe Driving Foundation, a 501c3 non-profit organization that it is a charitable arm of DCH Auto Group based in New Jersey. The contest is open to legal residents of California, who are currently full-time students attending a public or private high school or are being home schooled in the state. Complete eligibility requirements can be found at <http://d3ca.org>.

“Car crashes are the number one killer of teens in the United States, and DCH Auto Group and DCH Tustin Acura have made a commitment to help change these tragic statistics,” said Dick Hsu, General Manager of DCH Tustin Acura a member of the DCH Teen Safe Driving Foundation. “Our job is to educate and raise awareness about the dangers these young, inexperienced drivers face when behind the wheel of the car. Through this contest, teen drivers will help us craft an awareness message that will resonate with their peers.”

To enter, students simple go online and register at http://www.d3ca.org/enter_the_contest.aspx before Dec. 21, 2012, at 5 p.m. PST.

They will have about another month until January 18, 2013 to submit the campaign ideas. The submission must contain:

- Campaign name
- Tag line or concept line not to exceed 150 characters

- Short synopsis describing the participant's proposed teen safe driving awareness campaign not to exceed 300 words
- A description of at least one of the following media/elements: website, video PSA, 30- or 60-second radio spot, social media page/site, classroom curriculum, local community or school event, or billboard or outdoor campaign.

All compliant campaign ideas will be posted on the D3CA Facebook page where the public will vote for their favorites from Jan. 21, 2013 through Feb. 1, 2013. Ten finalists will then submit full project outlines to vie for the Grand Prize, which will be announced on Mar. 3, 2013.

Earlier this year, DCH Teen Safety Driving Foundation launched a similar program in New Jersey, D3NJ, the first of its kind by an auto retailer. Nikhil Patel, a sophomore at Scotch Plains Fanwood High School, created the winning entry, "Live2Drive2Live."

DCH Tustin Acura is one of 14 California dealerships affiliated with New Jersey-based DCH Auto Group that are participating in the campaign. For four years, DCH Tustin Acura has also provided significant financial support in sponsoring three SADD (Students Against Destructive Decisions) clubs at Foothill, Tustin and Beckman High Schools in Tustin. These student members of SADD are the core group in their schools espousing positive behaviors affecting their lives among their peers.

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