

# News Release

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## **TUSTIN HIGH SCHOOL ONE OF SEVEN IN STATE TO HOST GLOBAL YOUTH TRAFFIC SAFETY EVENT**

**TUSTIN, Calif. (May xx, 2012)** – On Tuesday, May 8, the students of Tustin High School will join thousands of youth and organizations across the United States during the sixth annual month of focus on youth traffic safety, Global Youth Traffic Safety Month. Tustin High School, and its Students Against Destructive Decisions (SADD) club, is one of seven schools in California selected to participate in this event to increase awareness about youth traffic safety. During a school assembly rally, the students will receive valuable insight and guidance from school and community leaders on the importance of driving safely and without distractions, such as texting while driving.

Global Youth Traffic Safety Month addresses the number one cause of death for youth in our country and around the world, traffic related crashes. Many of these crashes are caused by avoidable behavior. Youth can take specific actions to be safer as drivers and passengers. Global Youth Traffic Safety Month empowers youth to lead efforts to support youth traffic safety and is also a time to celebrate and promote those who work to help keep youth safe on the roads. In addition to youth-led efforts, youth will be participating in activities to thank and support those working so hard to protect them.

“We are honored to be chosen for this event,” said Jonathan Blackmore, principal, Tustin High School. “I know our students in the SADD club work hard to promote teen safe driving all year, and it is wonderful that their efforts are recognized on this level.”

Statistically, more than 5,000 young drivers die each year in car crashes. Texting while driving has become the newest distraction to driving which will be one of the focal points of this rally. According to NOYS, steps youth can take to be safe on the roads include:

- Always wear a seatbelt whether they are a driver or a passenger
- Obey the speed limit
- Limit the number of passengers in the vehicle
- Limit nighttime driving
- Eliminate all distractions while driving
- NEVER ride with a driver who has been drinking or is impaired
- NEVER drive after drinking or under any drug influence

The SADD club was formed at Tustin High School four years ago under the sponsorship of DCH Tustin Acura, which is a partner of NOYS and provides a year-round financial and support to the club. During the morning rally, Tustin Acura will provide two vehicles for the students to use for their seatbelt racing competition among other activities.

Additionally, Dick Hsu, general manager of DCH Tustin Acura has been invited to speak at the assembly to explain the purpose of the event and encourage the students to follow the critical safety advice from SADD and NOYS

### **About NOYS**

National Organizations for Youth Safety® (NOYS), a nonprofit coalition of youth-led and youth-serving national organizations, business and industry leaders, and federal partners that focus on youth traffic safety and health, organize the annual Global Youth Traffic Safety Month efforts. For more information, log onto [www.noys.org](http://www.noys.org). For more information about Global Youth Traffic Safety Month, visit [www.noys.org](http://www.noys.org)

### **About DCH Tustin Acura**

DCH Tustin Acura was the very first dealership that brought the Acura brand of vehicles to Orange County in 1986, when the 1<sup>st</sup> Japanese luxury brand was introduced to this country. They just celebrated their 25th Anniversary in 2011. Having sold over 30,000 vehicles their happy customers, they are the #1 Volume Acura Dealer in Orange County. Their customer-caring philosophy and services have earned them the Dealership of Distinction Award – the highest honor from Acura - the 9<sup>th</sup> time in 2011. They are also the winner of the prestigious Dealer of Excellence Award by J.D. Power 5 times and voted the #1 Best Car Dealership in OC by the OC Register in 2011. Because their community service and charity work, they also received the Business of the Year Award from the Tustin Chamber of Commerce in 2011.

DCH Tustin Acura is the sponsor for the SADD clubs in all three public high Schools in the Tustin Unified School District. They are providing year-round financial and staffing support for the clubs in spreading the word of Teen Safe Driving.

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