



NEWS RELEASE

Christine M. Krueger, Director of Communications

FOR IMMEDIATE RELEASE

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CONTACT:

Nathan Bowie, 651-201-7571

DECISION 2008: VOTE NOW FOR TEEN-PRODUCED TRAFFIC SAFETY TV SPOTS

Students from Buffalo, Spicer and St. Cloud are Finalists in AAA-Sponsored Contest

Alcohol
and Gambling
Enforcement

Bureau of
Criminal
Apprehension

Driver
and Vehicle
Services

Emergency
Communication
Networks

Homeland
Security and
Emergency
Management

Minnesota
State Patrol

Office of
Communications

Office of
Justice Programs

Office of
Traffic Safety

State Fire Marshal

WHAT: Online viewing and voting for the top three TV commercials selected as finalists for the *Speak Up, Teens! TV Commercial Challenge*, sponsored by the Department of Public Safety (DPS) and AAA. The contest calls for teens to produce spots to encourage peers to speak up in a vehicle when friends engage in risky behavior behind the wheel.

The grand prize is \$1,000; second place \$600; third place \$400. Cash awards donated by AAA. The winning ad will premier on broadcast TV in early June.

More than 70 public service announcements were entered in the competition.

WHEN: Voting runs through Monday, May 19.
Winners and broadcast details will be announced online.

WHERE: View and vote at
<http://www.dps.state.mn.us/ots/teens/PSAContest2008/votingContinue2008.asp>

WHO: Spots were judged by a panel of DPS staff, AAA representatives, and Robert Clifton, executive creative director at Minneapolis-based Campbell Mithun.

The finalists are:

“Friends Don’t Let Friends Speed”

Producers: Hanna Laudenbach, Elora Kilian, Ali Buckentine.
St. Cloud, Minn. (St. Cloud Technical High School)

“Speak Up or Forever Hold Your Peace”

Producers: Neil Gleason, Abby Huff, Tyler Theien, Megan Davis, Michael Bonde, Bekah Jacobson.
Buffalo, Minn. — Buffalo High School

“Too Late”

Producers: Bethany Bostron, Jasper Sweazey, Ben Saint, Abby Bateman, Katie Heng Spicer, Minn.

Seven honorable mention spots are also online and include production teams from Delano, Cold Spring, Hermantown, Lindstrom, Luverne, St. Cloud, and Willmar.

WHY: Traffic crashes are the leading cause of death for teenagers due to inexperience, seat belt non-use, distractions and nighttime driving. Each year, around 80 teens ages 16–19 are killed in crashes, another 6,000 are injured.

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