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FOR IMMEDIATE RELEASE

West Shore Educational Service District students finish first in statewide contest promoting safe teen driving *Anchor Bay, Coldwater, Memphis high schools, and Wilson Talent Center also recognized*

[West Shore ESD Career and Technical Education Center](#) students in Mason County took top honors statewide in recognition of the school's *Strive for a Safer Drive* (S4SD) campaign.

The first-place selection recognizes the outstanding efforts of West Shore ESD students in educating their classmates and community about the dangers of driving impaired with their campaign "Driving Impaired is Hard to Bear."

[Wilson Talent Center](#) in Ingham County finished second, while [Anchor Bay High School](#) in St. Clair County earned third place, [Coldwater High School](#) in Branch County took fourth place, and [Memphis Jr/Sr High School](#) in St. Clair County finished in fifth place.

As part of the S4SD program, the 36 participating schools each received \$1,000, which the students used to create a teen-led campaign to educate their peers and community about various traffic safety topics, including speeding; seat belts; pedestrian, bicyclist and passenger safety; and impaired, distracted, nighttime and winter driving. The students created and worked on their campaigns between January and April of this year before submitting a final report.

The top schools were selected based on creativity, execution and compliance with S4SD participation requirements. The top five campaigns will receive a cash prize ranging from \$500 to \$1,500. To view the top five schools' projects, and for more information about S4SD, visit: www.michigan.gov/s4sd.

In its 12th year, S4SD is a public-private partnership between Ford Motor Company Fund's Driving Skills for Life (FDSFL) and the Michigan Office of Highway Safety Planning (OHSP), which provides funding and resources with the goal of reducing teen traffic crashes, injuries and fatalities.

Since the 2011 creation of S4SD, 186 different Michigan high schools have participated in the program. Students from participating schools also have the chance to attend a free, hands-on driving clinic with professional instructors. For more information about FDSFL, visit www.drivingskillsforlife.com.

The OHSP partnered with the Transportation Improvement Association to coordinate activities of the S4SD program.

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