



Ford DSFL Illinois Program Featured on the Today Show

Ford Driving Skills for Life teamed up with the Illinois Department of Transportation, the Illinois Secretary of State and Governor Rod Blagojevich to implement *Operation Teen Safe Driving*, which was modeled after Ford's successful teen driver safety community program launched in Tazewell County in 2006.

The program challenged high schools across Illinois to develop the most creative and comprehensive teen driving focused safety campaign. The state was divided into seven regions with 15 high schools from each region being selected to take part in the program. 225 high schools submitted applications to be part of the *Operation Teen Safe Driving* program with 105 high schools being accepted to compete in the program.

Operation Teen Safe Driving was an absolute success, contributing to a 61% decrease in teen fatal vehicle crashes YTD 2008 compared to the same time period in 2007.

Winning high schools from each region received \$3K to continue their teen led safe driving campaigns, an additional \$5K for a safe prom party and the opportunity to attend one of three, two day, DSFL hands-on driving events conducted across Illinois between May 12th and May 20th.

>> Highlights -----



May 13, 2008 - MSNBC's Today Show reporter Phil LeBeau reports live from the Driving Skills for Life Ride & Drive at US Cellular field in Chicago



May 12, 2008 - (left to right) Mike Stout, Illinois Department of Transportation Director, Jim Graham, Ford Fund Community Relations Manager, Sue Cischke, Ford Group VP of Env., Sustainability and Safety Engineering and Mike Schmidt, Ford Fund Director of Education launch press conference outlining DSFL and Ford Fund's Operation Goodwill

My students and I can't thank you enough for letting us attend the Ford Driving Skills for Life hands-on driving event, The information the students and I gained is life saving. We just wanted to thank you again from the bottom of our hearts. You're a blessing!!!! Thanks for making a difference in our lives. You have touched our lives forever. Keep up the great work!!!!

Sincerely Yours for Safe Driving - Mrs. Judy Weber-Jones



Ford Driving Skills for Life Debuts on American Idol

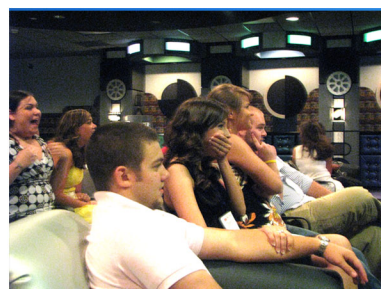
Ford Driving Skills for Life wrapped up its high school public service announcement (PSA) competition in Middle Tennessee during the season finale of American Idol on May 21, 2008.

The PSA competition was conducted in partnership with the Monroe Carrell Jr. Children's Hospital at Vanderbilt, Westfield Insurance, Tennessee Highway Patrol and Sinclair Broadcasting (MY30, CW 58 and Fox 17), as part of a larger Ford Driving Skills for Life teen driver safety awareness campaign in Middle Tennessee that started in January of 2008.

The competition was created as a platform for teens to raise awareness of the dangers of driving irresponsibly to their peers. In 2007, 160 teens lost their lives due to vehicle crashes in Tennessee alone.

Middle Tennessee high school students were invited to create PSA teams at their schools to compete against other area high schools. The students were challenged to develop the most creative teen driver safety PSA. The top four entries appeared on all three TV stations' (MY30, CW 58 and Fox 17) Web sites to allow students and the public to vote for the winner. High schools represented by the top three commercials won prize packages, which included monetary awards to continue safe driving programs at their high schools. The winning school was able to showcase their PSA on-air on Fox 17's Tennessee Mornings show, and the winning PSA aired locally during the season finale of American Idol and will continue to air on all three TV stations throughout June of 2008.

Additionally, Ford Driving Skills for Life messages played throughout the year on all three television stations. This Driving Skills for Life Tennessee program compliments the many philanthropic efforts being conducted by Ford Motor Company in Nashville as part of Operation Goodwill.



Students from Ezell-Harding Christian High School show excitement as they watch their winning PSA being aired during the Season Finale of American Idol



Rising Pop Sensation and One Tree Hill Star, Kate Voegele, Promotes Driving Skills for Life

While performing at the John G. Shedd Aquarium in Chicago as part of her safe driving prom promotion, Kate Voegele took the time to shoot several public service announcements promoting Driving Skills for Life. The promotion was sponsored by Driving Skills for Life in partnership with the Illinois Department of Transportation

The PSAs will be used on the Driving Skills for Life Web site and other areas of digital promotion.

MARK YOUR CALENDARS. NEXT DSFL HANDS-ON DRIVING EVENT IS SCHEDULED FOR JUNE 25TH AND 26TH IN INDIO, CA. (PALM DESERT)

facebook

Driving Skills for Life gets Social

The Driving Skills for Life Vanity Plates game and profile component will be become available on Facebook this summer. Facebook users will be able to create their own vanity plate to display on their profile providing them with a customizable way to express themselves.

The created vanity plates then become part of the DSFL Vanity Plate game, where participants compete to see who can solve the most vanity plates.

Facebook users will also have the option to refer the component to a friend or challenge friends to see who can get the high score.



Users will also be directed to the the Driving Skills for Life Web site, www.drivingskillsforlife.com, for more info.

Tazewell County Sheriff's Office Continues Driving Skills for Life Program in Central Illinois

The Tazewell County Sheriff's Office has purchased a trailer and three driver's education go-carts as part of their new Decision Driving program. The program will visit schools and community groups in central Illinois throughout the school year, teaching teens valuable safe driving skills.

The Decision Driving program will focus on the same critical driving skills that the Ford Driving Skills for Life program focuses on: Speed Management, Space Management, Vehicle Handling and Hazard Recognition. The trailer (above) features the Driving Skills for Life logo and Web site.



Ford Motor Company Fund Features Driving Skills for Life at Operation Goodwill Kick-Off in Phoenix, AZ

Ford Driving Skills for Life was demonstrated to a variety of media outlets and community leaders during the launch of Operation Goodwill in Phoenix. The launch also featured other Ford Motor Company Fund safety programs such as Corazon de me vida (child passenger seat program) and the Safe Smart Women Car Care Clinics (teaches young women car care tips such as how to check oil, jump-start a vehicle and how to check tire pressure).

Illinois State Police Awarded the Driving Skills for Life Team the Director's Award of Distinction for Their Efforts in Reducing Teen Fatalities Across the State of Illinois.

