



Motor vehicle accidents are the **leading cause of death for American teens**, making it one of the most important subjects we can address to protect the safety of our nation's youth. According to the National Highway Traffic Safety Administration, about 7,500 teenagers between the ages of 15-20 died in motor vehicle crashes in 2005.

**One of the most effective ways to reach teens to help influence their decision-making and reduce risky driving is through peer education.**

Since 1922, State Farm® has been dedicated to meeting our customers' needs not only by providing the best product at the best price – but also by helping build safer, stronger and better educated communities. Being a good neighbor in our communities is nothing new to us. It's part of our company heritage.

**That's why we are strong supporters of Project Ignition** - a forum through which students develop **communication programs that address risky driving behaviors**, such as seat-belt use, speeding, impaired driving and distractions while behind the wheel, like using a cell phone, eating or fumbling for a CD.

Schools involved in this program select a topic and plan a way to market and communicate their message. Students in different subject areas combine efforts to create a public awareness campaign to spread messages in their schools and communities through television, online videos, demonstrations at school, or mock crashes, just to name a few.

**As the nation's largest insurer of automobiles, State Farm feels compelled to take a leadership position on the issue of teen driver safety through grant support of Project Ignition.** This initiative is one of many programs that make State Farm an auto safety leader.

## At A Glance:

Sponsored by State Farm® in partnership with the National Youth Leadership Council

### Best of the Best in 2007-2008:

Ada High School  
Ada, Okla.

### 2008-2009 Top 25:

- Atrisco Heritage Academy High School – Albuquerque, N.M.
- Baltic School District – Baltic, S.D.
- Bella Vista High School – Fair Oaks, Calif.
- Bergen County Technical School – Paramus, N.J.\*\*
- Bishop McNamara High School -- Forestville, Md.\*\*
- Branchville High School – Branchville, S.C.
- Clayton High School – Clayton, N.C.
- Eureka High School – Eureka, Calif.
- Fleming High School – Flemingsburg, Ky.
- Fulton County Health Department – Canton, Ill.
- Greenfield High School -- Greenfield, Mass.\*\*\*
- Harry D Jacobs High School -- Algonquin, Ill.\*\*
- Howenstine High Magnet School -- Tucson, Ariz.\*\*
- Idabel High School – Idabel, Okla.
- Mansfield High School, -- Mansfield, Ark.\*\*\*
- Medina Valley High School -- Castroville, Texas\*\*

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Our agents live in the communities they insure, so we feel strongly about teen driver safety, which time and time again has such a devastating affect on families, schools and communities. Agents get involved by presenting checks and providing expertise while becoming familiar with the young drivers in their areas.

Project Ignition, introduced in January 2004, is sponsored by State Farm in partnership with the National Youth Leadership Council (NYLC).

Through a competitive process, 25 schools across the United States each receive a \$2,000 grant when school starts to implement their communication campaigns. Up to 10 are then selected for competition at the State Farm Companies Foundation-sponsored National Service-Learning Conference convened by NYLC. One school is selected as the winner and receives a \$10,000 grant to continue its safety program.

State Farm is committed to service-learning, an innovative teaching strategy that uses the school's curriculum to address a community problem. Service-learning programs not only teach students about issues that have real-world importance, but also provide a golden opportunity for them to have a positive, direct impact on their community while using and increasing their academic skills.

As it moves through its third decade, NYLC remains focused on its mission to "build vital, just communities with young people through service-learning." The National Service-Learning Conference is the largest gathering of youths and practitioners from the field. Next year's conference is in Nashville March 18-21, 2009.

More information on Project Ignition can be found at [www.sfprojectignition.com](http://www.sfprojectignition.com). For more about NYLC, go to [www.nylc.org](http://www.nylc.org).

## 2008-2009 Grant Winners Continued from previous page...

- New Castle Senior High School – New Castle, Pa.\*\*\*
- New Foundations Charter School – Philadelphia, Pa.\*\*\*
- Owen Valley High School – Spencer, Ind.\*\*
- Payson High School – Payson, Ariz.
- Polk County High School – Benton, Tenn.
- President McKinley High School – Honolulu, Hawaii
- Ridgemont Jr./Sr. High School – Ridgeway, Ohio
- Ruidoso High School – Ruidoso, N.M.
- Three Forks High School – Three Forks, Mont.

\*\*Top 10 in 2007-2008  
\*\*\*Top 25 in 2007-2008

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