



A Safe and Sober Coalition

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**TEAM Georgia Launches 2009 Safe Prom Campaign;
QuikTrip to partner with safety messages to Teens**

As high school students gear up for prom night, TEAM Georgia is launching its annual campaign to warn teens against drinking and driving and spare them from the tragedies that too often accompany prom season.

"The message to teens is, quite literally, to steer clear of alcohol," said Ron Fennel, chairman of TEAM Georgia, a safe and sober driving coalition of Atlanta professional sports teams and players, business and civic leaders, political officials and concerned citizens. "Through our Safe Prom Campaign, TEAM Georgia educates teens about the consequences of driving under the influence and offers them a safe ride home, in short, saving lives."

The Safe Prom Campaign intends to treat prom night as a training ground for teens to responsibly enjoying the many wonderful life celebrations that are in store for them by equipping young drivers with the life-saving lessons of sober driving and careful celebrations.

In conjunction with "Safe Prom," TEAM Georgia and QuikTrip are coordinating with the Governor's Office of Highway Safety for "Driving Skills for Life" expo at Gwinnett Arena, from 11:00 AM to 3:30 PM on April 25. Highway safety and SADD chapter exhibits will be on display and the Smyrna Police Department will offer its defensive driving course.

Traffic crashes are the leading cause of death for teenagers. And during prom season, nearly half of those fatalities are alcohol-related.

With the support of QuikTrip and Checker Cab, TEAM Georgia is distributing over 12,000 wallet-sized tip sheets to young drivers, informing them of Georgia DUI laws and urging them to stay safe and sober on the road by buckling up and reminding them that one must be 21 years old to drink. Distributed to schools across the metro-Atlanta area, the teen driving cards can also be picked up at QuikTrip stations and found on the TEAM Georgia website, www.teamgeorgia.net.

An important component of the Safe Prom campaign is a free ride program. Rather than putting their safety at risk, metro-Atlanta teens who find themselves in need of a safe ride home on prom night can call campaign partner Checker Cab for a ride, 404-351-1111 (free within a 25 mile radius of Atlanta).

For more than 20 years, TEAM Georgia has spread awareness about the dangers of impaired driving and provided tips to keep Georgians safe on the state's roads and waterways. TEAM Georgia's programs include: the wintertime Safe Holiday campaign, in which participating Atlanta restaurants provide non-alcoholic drinks to designated drivers and taxi service for the intoxicated; the Safe Boating Program; and the Designated Driver Booth Program at area sporting and cultural venues. For more information on the Safe Prom Campaign, contact TEAM Georgia at 404-261-6053 or visit www.teamgeorgia.net.

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