



Keep the Drive Smart Driving Leader Award

What is the Keep the Drive Smart Driving Leader Award?

The Keep the Drive Smart Driving Leader Award provides National Association of Student Council, National Honor Society and National Junior Honor Society middle level and high school student members between the ages of 13-18 with the opportunity to win \$2,000 from The Allstate Foundation. The award recognizes member students who spread the message of smart driving through on-the-ground activism projects held in their schools and communities. You must organize, participate and perform an activism project(s) in order to qualify to apply for the award. One (1) \$2,000 award will be granted a student at the middle school level and four (4) \$2,000 awards will be granted to students at the high school level.

How do I enter the Keep the Drive National Activism Contest?

It's easy! To enter the contest, conduct your smart driving activism project(s) from November 15, 2010 – February 28, 2011. Need ideas for a smart driving activity? Check out www.KeeptheDrive.com for ideas and downloadable tools. When you've completed your project(s), visit www.nhs.us or www.nasc.us to download the application form. All application forms must be sent to KeeptheDrive@allstate.com by March 1, 2011. Late or incomplete applications will not be accepted. Winners will be announced in during National Student Leadership Week (April 17-23, 2011).

How does smart driving relate to middle school students (at least 13 years old)?

It may seem strange at first that as a middle school student, you can participate in a safe driving contest since you don't drive yet. But, a key part of safe teen driving is about the other people in the car and the responsibilities they have while riding. Did you know the cause of many teen driving crashes can be traced back to their passengers and passenger behavior? It's as important to know how to be a safe and responsible passenger as it is to be a safe driver. If you haven't already done so, it won't be long until you may be riding in a vehicle operated by a teen driver. How can you help make the ride safer?

Important issues to remember:

1. View the contest application (located at www.nhs.us or www.nasc.us) so you know what information you need to complete the application forms.
2. Here are a few tips for completing the application:
 - Keep track of how many students (and from what grade levels) participate in your activities
 - Take lots of pictures and/or video of your project
 - Submit any graphics for fliers, posters or other fun stuff you create
 - Submit media coverage of the activities, examples: school newspaper article, local newspaper article, etc.
 - Submit any of your or an attendee's blogs/social media activity to highlight the project and share feedback
3. The application must be received by e-mail (KeeptheDrive@allstate.com) by 11:59 p.m. Central Time, Tuesday, March 1, 2011. Late or incomplete applications will not be accepted.
4. Contest applications will be judged on creativity, overall activism demonstration and the number of students engaged in the activities
5. You can do as many projects as you want. The key is to encourage your peers to make smart decisions on the road.

Do you have additional questions? Be sure to check out the Smart Driving Leader Award Terms and Conditions located at www.nhs.us or www.nasc.us. If you still have questions, send an e-mail to KeeptheDrive@allstate.com and we'll get back to you as soon as possible.

