

# DROP IT AND DRIVE!

DROPIRANDRIVE.COM



## OUR PARTNERS:



**YOUNG DRIVERS**<sup>®</sup>  
[www.yd.com](http://www.yd.com)

## GOLD COMMUNITY SPONSOR:

**KLEIN • LYONS**

*Personal Injury & Class Action Law*

## SUPPORTERS:

The VIP Group – Safety Scents™

Flickn Games – Flickn Squirrel Mobile Game App

ZoomSafer – FleetSafer – TeenSafer

# Program Essentials

- **Flexible**

- Poster Contest – Teens – Youth – Adults
- Nationally Relevant

- **Dynamic**

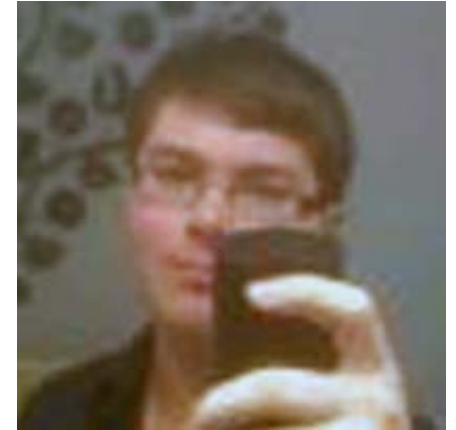
- Multiple Speakers – Different Backgrounds
- Stories vs. Stats – Videos – Slides
- Interactive

- **Reality-based**

- No holds-barred



# Connecting Youth



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# Mayhem - Toddler



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SAY IT BETTER!



**SHOWCASE HOW YOUR SCHOOL CAN  
SPREAD THE MESSAGE ABOUT THE  
DANGERS OF DISTRACTED DRIVING!**

**DISTRACTED DRIVING  
CLASS CHALLENGE**

**THE CHANCE FOR YOUR SCHOOL TO BE  
THE SOLUTION!**

# Youth Distracted Driving PSA – Nova Scotia



# The Future of D.I.A.D.

- **Continued expansion across Canada**
  - Elementary, Secondary & Post Secondary Schools
  - Corporate Safety Stand Downs
- **National Traffic Symposium**  
**Royal Canadian Mounted Police – May 15**
- **Western Canada Summit – November 2012**
- **Community & Corporate Sponsorships**
  - Sustainability
  - Core value: no presentation fees for elementary & high schools