

LISA MADIGAN
ATTORNEY GENERAL



JESSE WHITE
SECRETARY OF STATE

For Immediate Release
Contact: Robyn Ziegler
312-814-3118
877-844-5671 (TTY)
rziegler@atg.state.il.us
Beth Kaufman
312-814-8301
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**ATTORNEY GENERAL LISA MADIGAN AND SECRETARY OF STATE JESSE
WHITE TEAM UP WITH THE AD COUNCIL FOR NEW YOUTH RECKLESS
DRIVING PREVENTION CAMPAIGN**

“UR THE SPOKESPERSON” CAMPAIGN EMPOWERS TEENS TO “SPEAK UP”

Chicago — Illinois Attorney General Lisa Madigan and Illinois Secretary of State Jesse White are partnering with The Advertising Council on a new campaign aimed at putting the brakes on fatal car crashes involving teens and young adults. Madigan and White join the Ad Council and a coalition of State Attorneys General and Consumer Protection Agencies, and national partners such as Students Against Destructive Decisions (SADD) and American Automobile Association (AAA), to promote the new “*UR the Spokesperson*” campaign to prevent reckless driving and save lives.

Car crashes are the number one cause of death among teens and young adults. National Highway Traffic Safety Administration (NHTSA) data show that, on average, more than 300,000 teens are injured in car crashes each year, nearly 8,000 are involved in fatal crashes and more than 3,500 are killed. NHTSA research also shows that teen drivers are involved in more than five times as many fatal crashes as adults. Young drivers are more likely to speed, run red lights, make illegal turns and die in an SUV rollover.

With the message “Speak Up” the “*UR the Spokesperson*” campaign targets young adults between the ages of 15 and 21 and encourages them to be the spokesperson against reckless driving by empowering them to speak up when they are in the car with friends and don’t feel safe. The campaign also seeks to increase awareness about the dangers of reckless driving and educate teens on how to be safe drivers by focusing on driving safe speeds, avoiding distractions, and wearing seat belts. The campaign also seeks to increase awareness about the dangers of reckless driving and educate teens on how to be safe drivers by focusing on driving at safe speeds, avoiding distractions, and wearing seat belts.

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“Motor vehicle crashes are the number one cause of death among 15- to 20-year-olds and reckless driving accounts for many of these deaths,” Madigan said. “By focusing on reckless driving among Illinois teens, we can save the lives of our youth.”

"It is important that we take a very comprehensive approach to improving teen driver safety," said White. "This public awareness campaign, in conjunction with more parental involvement and passage of the new laws proposed by my teen driver safety task force, will reduce the number of crashes involving young drivers."

The “*UR the Spokesperson*” campaign includes a series of public service advertisements (PSAs), a new Website and a soon-to-be launched contest. Created pro bono by North Castle, a Stamford, Connecticut-based advertising agency that specializes in reaching teens, the PSAs target teen passengers, rather than the driver, and encourage them to speak-up when they don’t feel safe. Research shows that young drivers may be more likely to listen to their friends than to adults.

For more information on the campaign and to see the ads, please visit www.URtheSpokesperson.com

Joining in this announcement are the Attorneys General and Consumer Protection Agencies in each of the 50 States, and the District of Columbia, Puerto Rico, and the Virgin Islands.