



NEWS RELEASE

08-117

Date: Thursday, September 18, 2008
District: 1 - Eureka
Contact: Julie East
Phone: 707-441-3998

FOR IMMEDIATE RELEASE

CALTRANS “SLOW FOR THE CONE ZONE” TARGETS NEW DRIVERS *Statewide campaign encourages teens to test their “Street Skills”*

Eureka – Caltrans has expanded its innovative and educational “Slow for the Cone Zone” efforts with a “Street Skills” campaign by encouraging new drivers to visit SlowForTheConeZone.com where they can learn about safe driving behaviors, watch online safety videos and take a safety quiz that will qualify them for a sweepstakes.

“Street Skills” representatives held an event at Eureka High School today. Laptops were available for teens to go to SlowfortheConeZone.com to watch safety videos, take a quiz, and enter a sweepstakes. On-campus activities will take place at more than 40 high schools through November 8 to alert teens about safe driving.

New drivers will have a chance to win their own 2009 Toyota Scion XB (donated by Clear Channel and upgraded with tires, wheels, and a high-end sound system!) and \$1,000, which may be used toward auto insurance (donated by campaign partner AAA). No state dollars are being used for the sweepstakes. The grand prize winner will be awarded these prizes at a press conference in December. AAA will also award roadside assistance memberships to 20 lucky runners-up!

Caltrans has taken increasingly innovative approaches this year to reach teens and young adult drivers. Earlier this summer, it launched Slow Mo Films, an online entertainment community. Ultimately, Caltrans wants to remind teen drivers to drive safely in cone zones: slow down, watch for sudden stops or other drivers merging at the last minute and avoid distractions such as text messaging, eating or changing the radio station.

Caltrans has sent educational materials to approximately 320 public high school drivers' education teachers in California and 600 private driving schools. Kits include safety materials from other partners as well, including CHP, Office of Traffic Safety, MADD, DMV and AAA.





NEWS RELEASE

Funding for the “Slow for the Cone Zone” public education program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

For more information or to enter the New Driver Sweepstakes, please visit www.SlowForTheConeZone.com.

###

Note to Media: Please contact Julie East at julie_east@dot.ca.gov or 707-441-3998 for an accompanying photo.

**SLOW FOR THE
CONE ZONE**
CALTRANS