

FOR IMMEDIATE RELEASE—April 13, 2016

Any questions, please contact Alan Cote, Loss Prevention Manager (603) 223-5390

Dangers of Distracted/Impaired Driving

Did you know that according to the National Highway Transportation Safety Agency: “Texting while driving takes your eyes off the road for 4.6 seconds. At 55 mph, that’s like driving the entire length of a football field blindfolded! With summer approaching, we need to ensure each driver is aware to the dangers of distracted and/or impaired driving.

For the third straight year, AG Supermarkets (Sully’s of Allenstown and the new Harvest Ace Hardware of Bedford) is proud to announce its partnership with the Allenstown, Bedford and Pembroke Police Departments, and the Administration at both Bedford High School and Pembroke Academy to sponsor a short film contest to encourage high school students to make good choices when driving.

The goal is to bring awareness to two of the biggest causes of distracted driving: texting and drinking, and the fatal consequences associated with both. Though this issue is always relevant, it becomes more so on prom night. Prom-eligible students will work in teams, writing and producing an original 60-90 second film addressing the issues of distracted and impaired driving. Students have also been asked that their video not only be creative and informative, but also include at least one current statistic on the topic of distracted and impaired driving.

The community is asked to visit the Associated Grocers of New England’s YouTube page: <http://www.youtube.com/user/AGNewEngland> and vote for their favorite video! Voting will open beginning **Monday, April 18th** and will close on **Monday, April 25th at 8:00 am.**

To choose your favorite video, based on its overall message and creativity, voters must “Like” their favorite video by clicking the **thumbs up button** underneath it. The top 5 highest rated videos will move on to final judging by the contest’s Advisory Boards, comprised of members of the School Administration, Police Departments, and other members of the community. The winning entries will be announced and notified on **Monday, May 2nd.**

PRIZES:

What do the winning teams receive? Prizes are furnished by AG Supermarkets: Grand Prize is a limo to and from the prom, for up to 4 couples. First Runner Up will receive up to four tickets to the prom, and Second Runner Up will receive gift cards to a local florist. Help support our students, please vote for the video you feel highlights the dangers of distracted/impaired driving. Let’s work together to reduce these needless crashes and resulting injuries.

For more information on distracted driving, please contact Chief Dwayne Gilman, Pembroke Police at 485-3421 or Chief John Bryfonski, Bedford Police Department 472-5113.