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FARGO WOMAN WINS NATIONAL VIDEO CONTEST
National Teen Safe Driving Contest Chooses “Be Your Own Hero”

Impact Teen Drivers, a national non-profit organization that promotes safe driving behavior, proudly awarded Fargo resident Renee Fast, a student at Minnesota State University Moorhead, a \$1,500 educational grant for her original video, “Be Your Own Hero,” in the national Create Real Impact contest.

The contest asks teens to get creative, and to promote solutions to the problem of reckless and distracted driving rather than simply shed light on it. Fast’s “Be Your Own Hero” video fulfilled these requirements entirely and serves as an empowering public service announcement that will now receive national attention. Karin Mongeon, Safety Division Director for the North Dakota Department of Transportation, states, “It is crucial that teenagers get involved with traffic safety messaging—the peer-to-peer angle is highly effective in combatting this issue. We could not be more proud that this year’s video prize winner is from North Dakota.”

The video starts with three friends about to embark upon a road trip. They quickly become distracted by food, makeup, music, and their phones. The distractions continue to spiral out of control until the driver has an epiphany, and exclaims, “Wait, this isn’t right!” She hops out of the car and disappears briefly behind the popped trunk. When she reemerges, she is dressed as a superhero. The message is simple: you have the power to make driving safe.

The Create Real Impact Contest is part of the Impact Teen Drivers peer-to-peer messaging program. The program promotes awareness and education of the dangers of reckless and distracted driving by awarding educational grants to students and school grants to support educators’ efforts to stop the primary killer of teens in the U.S., which is car crashes. Most of these crashes are caused by reckless and distracted driving. “Empowering young people through promoting peer-to-peer messaging is a vital part of our evidence-based *What Do You Consider Lethal?* program. The Create Real Impact contest rewards teens and young adults for sharing life-saving messages in imaginative and effective ways,” said Dr. Kelly Browning, Executive Director of Impact Teen Drivers. “What stood out about Ms. Fast’s video was the empowerment message it contained – saving lives and being a hero is something we can all do every day, simply by choosing to focus on the task of driving.”

For more information and free resources visit the Impact Teen Drivers website at www.impactteendrivers.org. To view the *Be Your Own Hero* video visit www.CreateRealImpact.com.