**MEDIA ADVISORY**

**ATTENTION ASSIGNMENT AND PHOTO EDITORS**

Parachute, Canada’s national charity dedicated to injury prevention, supports organizations across Canada to bring awareness to distracted driving during **National Teen Driver Safety Week**, Oct. 16 to 22, 2022

**WHAT:** Parachute’s National Teen Driver Safety Week (NTDSW) is an annual campaign, supported by Desjardins Insurance and CN, to build awareness about teen driver safety issues and to encourage community and youth involvement as part of the solution. Parachute NTDSW wants to stop to preventable road deaths by bringing awareness to the serious issue of distracted driving among teens. NTDSW 2022, to be held Oct. 16 to 22, will also focus on drug-impaired and alcohol-impaired driving, speeding, aggressive driving and rail safety. Road crashes are the third-leading cause of death among young people in Canada. Young people are killed in crashes at a higher rate than any other age group under 75 years old.

On [date of event] join [organization name] in making these completely preventable tragedies a thing of the past. Follow our campaign by using hashtags #**DrivingTakes100** and **#NTDSW2022**.

**WHO:**

**WHEN:**

**WHERE:**

**INTERVIEW and PHOTO OPPORTUNITIES:**

**LOCAL EVENT CONTACT:**

[Firstname Lastname
email@email.ca
111-111-1111 ]

**BACKGROUND:** As Canada’s national injury prevention charity, Parachute is proud to present the 10th annual National Teen Driver Safety Week (NTDSW) from October 16 to 22, 2022. Road crashes are the third-leading cause of death among young people ages 15 to 24 in Canada. In fatal crashes, drivers aged 20 to 25 were more likely to be distracted than all other age groups, followed by drivers aged 16 to 19. Parachute NTDSW wants to help put a stop to these preventable deaths by bringing awareness to the serious issue of distracted driving among teens and young adults. Join the conversation on social media, using the hashtags **#DrivingTakes100** and **#NTDSW2022**.

For more information on Parachute and National Teen Driver Safety Week, contact:

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