

## **D.C. Metro Area Mother Designs Reminder for Teens to Drive Safely**

*Saddened and frustrated by a recent series of seventeen teen driver fatalities in 10 weeks the Washington, D.C. area, a local mother has created the Teen Driver Ribbon, a gentle reminder for teens to drive safely.*

([PRWEB](#)) December 17, 2004 -- The bright red ribbon is designed to be hung from a rearview mirror as a constant reminder to the driver. The message on the ribbon is simple, but powerful: Drive Safely - Someone Loves You.

"I wanted a visible reminder in the vehicle that wasn't embarrassing or authoritarian. I felt it was important to emphasize to teens that they are valuable to someone. It's this message that tends to get drowned out with nagging and lectures about safe driving. This is a message of caring, not control, and I think everyone is open to that" says Lori Zarcone, the creator of the Teen Driver Ribbon. "I'm just a mom who felt like I had to do something. These stories are just gut-wrenching for any parent. You can't always be in the car with them when they drive, but you always want them to remember what you've taught them. There's a lot of love riding in the car with them even when they are alone. My hope with this idea is to hear kids say that they automatically slow down every time they look up at their rearview mirror and see the ribbon because it reminds them of their mom or dad. That would be mission accomplished."

When asked about the idea for a ribbon, Mrs. Zarcone says, "Number one, I knew this had to be something inside the vehicle and extremely visible to the driver. Red made sense because of the association with a stop sign and it also reinforces the message of love that the ribbon conveys. I had considered a magnet on the back of the car or a keychain, but you lose the important visibility factor. The dash area was a possibility, but I couldn't shake the association of that area with bobble head dolls and compasses."

"The website isn't flashy or glossy," states Mrs. Zarcone, "to be honest, I did all the work on the site myself. I just want to get the message out to teens that their parents care about them and to always drive safely."

You can find the Teen Driver Ribbon at [www.teendriveryribbon.com](http://www.teendriveryribbon.com) on the World Wide Web.

###

**Contact Information****Lori Zarcone**

TEEN DRIVER RIBBON

<http://www.teendriveryribbon.com>

703-503-5556

**Online Web 2.0 Version**You can read the online version of this press release [here](#).