



High School Students Change Attitudes About Risky Driving Through Project Ignition: Schools Recognized and Program Expanded

Car crashes are the number-one killer of teens in the U.S., but across the country, high school students are creating media campaigns to change attitudes and save lives. Campaigns have addressed a wide range of driver safety issues, including drinking and driving, seatbelt use, speeding, and driver distractions — with measured impact. These young people are part of Project Ignition, State Farm® and the National Youth Leadership Council's service-learning initiative to support high school students as they promote safe driving among their peers. On Friday, March 18, in Long Beach, Calif., one of these campaigns will be named — Best in Show, — earning a substantial grant for its school.

Minneapolis, MN ([PRWEB](#)) February 16, 2005 -- How does Project Ignition work? High school students propose service-learning projects (projects that combine service to the community with learning objectives) using the media of their choice — from TV, film, radio, and the Internet to performance art and community events. Twenty-five projects are selected and funded with \$2,000 grants from State Farm. Once the campaigns are completed, 10 finalists are selected to present their projects at the National Service-Learning Conference, where one is chosen — Best in Show, — earning its school a \$10,000 grant.

As the first-year's finalists prepare for the 2005 conference, March 16-19, in Long Beach, Calif., State Farm and NYLC are accepting submissions for a second round of projects to be launched at the start of the 2005-06 school year.

The first-year finalists are:

- Ada High School — Ada, Okla.
- Carson High School — Carson, Nev.
- Centerville High School — Centerville, S.D.
- CODE/Hickman Hills High School — Kansas City, Mo.
- Kingwood High School — Kingwood, Texas
- Mooresville High School — Mooresville, Ind.
- Northeast High School — Oakland Park, Fla.

- Proctor High School — Proctor, Minn.
- Richland High School — Richland, S.C.
- Shallowater High School — Shallowater, Texas

Those interested in submitting proposals for the 2005-06 year can do so online at www.sfprojectignition.com. Students and teachers should review all of the information on the website, develop a plan, and complete the online application by April 1, 2005. Submissions will be reviewed for their messages and service-learning objectives, and 25 semifinalists will be selected this spring. Information on the 2004-05 finalists and Project Ignition's second year can be found at www.sfprojectignition.com.

About State Farm®

State Farm® insures more cars than any other insurer in North America and is the leading U.S. home insurer.



State Farm®s 17,000 agents and 71,000 employees serve nearly 73 million auto, fire, life and health policies in the United States and Canada. State Farm also offers financial services products through State Farm Bank®. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 18 on the Fortune 500 list of largest companies. For more information, please visit www.statefarm.com.

About NYLC

NYLC has been at the center of service-learning program and policy development since 1983. It convenes the annual National Service-Learning Conference, offers adult and youth trainings, and develops service-learning resources. For more information, please visit www.nylc.org.

About Service-Learning

Service-learning is a teaching method that enriches learning by engaging students in meaningful service to their schools and communities. It integrates service with established learning objectives, emphasizes critical thinking and problem solving, and tackles real issues such as hunger, ecological concerns and diversity.

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