

Toyota Produces Star-Studded PSAs Promoting In One Instant

These Toyota-produced PSAs promoting the In One Instant Teen Safe Driving Program will debut in anticipation of National Teen Driver Safety Week, Oct 16 through 22, 2022. Toyota-Sponsored NASCAR and NHRA Drivers tell their personal stories revealing why they require 'Full Focus' while driving.

LOS ANGELES ([PRWEB](#)) October 14, 2022 -- Race car drivers usually wow fans with their speed and daring. But now Toyota Racing's NASCAR and NHRA ambassadors are engaging teens with their abilities to fully focus on the road, in a series of PSAs made to support [In One Instant Teen Safe Driving Program](#).

In One Instant will launch the PSAs during National Teen Driver Safety Week, Oct. 16 through 22.

“We are beyond thrilled with Toyota’s PSAs,” commented Gail Schenbaum, Co-Founder and President of In One Instant. “They are highly engaging for teens and parents alike, and will advance our joint goals of preventing car crashes and saving more lives.”

Each of the PSAs features one luminary: NASCAR Cup Series Driver, Christopher Bell, NHRA Top Fuel Driver, Antron Brown, and FOX Sports reporter and Team Toyota ambassador, Jamie Little.

They each carry out the theme of, "Around the racetrack or around town, driving safety means Full Focus."

Christopher Bell drives a Toyota Camry TRD race car and was recently named No. 1 in the NBC Sports NASCAR power rankings. In his PSA, Bell shows his vast team of crew members, who are watching his back and fixing his equipment during a race.

Bell then reveals, “And with all this, I never take my eyes off the road. And neither should you. One distraction can change everything - in one instant.”

The three PSAs will play during National Teen Safe Driver Week, Oct. 16 - 22, on the social media channels of In One Instant and its sister organization Umergency.

See them here:

<http://www.facebook.com/InOneInstantProgram>

<http://www.facebook.com/Umergency>

For the past two years, Toyota and In One Instant has been working in a meaningful partnership to combat and prevent the number one killer of American adolescents – car crashes. Toyota has provided In One Instant with a generous grant to bring the program into schools free of charge.

Students, parents, and educators wishing to explore the In One Instant program for their schools can learn more at InOneInstant.org and tap “Get the Program” to sign up.

ABOUT IN ONE INSTANT - In One Instant Teen, Safe Driving Program is an award-winning video and activity experience, led by high school students to combat the national epidemic of distracted and impaired driving. It is newly designed for both virtual classroom and in-person classroom use.



Visit: InOneInstant.org



Contact Information

Dahlia Greer

Dahlia Greer PR

<http://www.DahliaGreerPR.com>

1 3103391060

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