



UR the Spokesperson Campaign Backgrounder

What is the goal of the campaign?

To save lives. Car crashes are the number one killer of teens in the U.S. and the Ad Council wants to put a stop to that. The new *UR the Spokesperson* campaign seeks to:

- Decrease instances of reckless driving among teens
- Let teens know that they are the spokespeople against reckless driving
- Empower teen passengers to speak-up when they are in a car and don't feel safe
- Increase awareness of the dangers of reckless driving
- Educate teens on how to be safe drivers

Who is behind the campaign?

The campaign is sponsored by the Ad Council and the state Attorneys General and consumer protection agencies. For almost 65 years, the Ad Council has been improving the lives of Americans by raising awareness about critical social issues and inspiring people to take action. The organization has created such iconic campaigns as "Friends Don't Let Friends Drive Drunk," "Take a Bit out of Crime," and "A Mind is a Terrible Thing to Waste." The Ad Council is known for generating positive social change and, like other Ad Council campaigns, the *UR the Spokesperson* campaign will raise awareness about the issue, inspire individuals to take positive action and ultimately save lives.

Who is partnering in the campaign?

AAA (American Automobile Association) and SADD (Students Against Destructive Decisions) are partners in the *UR The Spokesperson* campaign and are helping to spread the word about the danger of reckless driving.

www.URtheSpokesperson.com