



News Release

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National Safety Council honors Allstate Insurance Company and The Allstate Foundation with Flame of Life Award

Honoring lifesaving contributions and service to safety

Chicago – Today, the National Safety Council presented its prestigious Flame of Life Award to Allstate Insurance Company and The Allstate Foundation for their national leadership to reduce car crashes involving teen drivers. The award, which recognizes significant lifesaving contributions to safety, has been presented only four times previously in the Council's 100-year history.

“We believe corporations can and should help drive change in society,” said Vicky Dinges, vice president of corporate responsibility at Allstate. “We’re very proud to have contributed to keeping millions of teens safe on the road. The National Safety Council has been an amazing partner on teen driver safety issues and we thank the organization for this tremendous honor.”

Allstate and The Allstate Foundation have helped change the dialogue around teen safe driving through social impact initiatives and public awareness efforts. Programs such as Save 11, Keep the Drive and Act Out Loud have helped engage and rally teens to advocate for their own safety and the safety of their peers. Through advocacy efforts from companies such as Allstate, the passage of life-saving federal legislation such as the Moving Ahead for Progress in the 21st Century Act (MAP-21) was possible. Allstate continues to educate millions of Americans about distracted driving through campaigns such as Reality RidesSM and X the TXT[®].

The Allstate Foundation supports a range of programs across the nation, and at the state and local levels that fulfill its commitment to help protect and connect people through innovative programs that drive social change. The Foundation advances its mission by partnering with organizations dedicated to similar issues, such as teen driver safety. The Foundation has reached millions of parents, teens, educators, community members and traffic safety professionals with messages about safe driving and provided many outlets for engagement on the issue.

“Allstate Insurance Company and The Allstate Foundation are strong advocates for our youngest and most vulnerable drivers,” said Janet Froetscher, president and CEO at NSC. “Their programs and advocacy efforts are helping save lives and prevent injuries, and teen drivers are safer because of actions from organizations such as these.”

Allstate and The Allstate Foundation join an elite group of safety leaders that have been honored with the Flame of Life Award. In 1971, the first award was given to the Ad Council for its focus on raising awareness about traffic safety. In 2006, the award was presented to seven principal leaders of the Air Bag and Seat Belt Safety Campaign for their work in saving lives associated with air bags and safety belt use. In 2010, the award was given to then-NSC Chairman of the Board Joseph Ucciferro for leading the development of a new NSC strategy that defined how to save an additional 10,000 lives and prevent 1 million injuries by 2014. In 2012, the Honorable Elizabeth Dole was presented with the award for her numerous contributions to safety while serving as Secretary of Transportation, Secretary of Labor, president of the American Red Cross and in the U.S. Senate.

About Allstate

[The Allstate Corporation](#) (NYSE: ALL) is the nation’s largest publicly held personal lines insurer, serving approximately 16 million households through its Allstate, Encompass, Esurance and Answer Financial brand names and Allstate Financial business segment. Allstate branded insurance products (auto, home, life and retirement) and services are offered through Allstate agencies, independent agencies, and Allstate exclusive financial representatives, as well as via www.allstate.com, www.allstate.com/financial and 1-800 Allstate®, and are widely known through the slogan “You’re In Good Hands With Allstate®.” As part of [Allstate’s commitment](#) to strengthen local communities, The Allstate Foundation, Allstate employees, agency owners and the corporation provided \$29 million in 2012 to thousands of nonprofit organizations and important causes across the United States.

About The Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people’s well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.AllstateFoundation.org.

About the National Safety Council

Founded in 1913 and chartered by Congress, the National Safety Council, nsc.org, is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety, prescription drug overdoses and Safe Communities. [Safety+Health](#) magazine, the Council’s flagship publication, is a leading source of occupational safety and health information.

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