



News Release

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NSC announces video contest to raise awareness during Distracted Driving Awareness Month
Council calls for original videos illustrating why hands-free devices offer drivers no safety benefit

Itasca, IL – The [National Safety Council](http://www.nsc.org) is now accepting original and creative videos that illustrate the negative effects of hands-free device use on drivers. The contest is part of the Council's [Distracted Driving Awareness Month](#) campaign, *Hands-free is not risk-free*, and will include monetary awards of up to \$2,000 to the winner. Winners will be announced in April.

Winning videos will effectively convey the extent to which the minds of drivers using hands-free devices are distracted. All participants – including anyone in the video – must be at least 18 years of age. Videos cannot contain any copy-written material, including music, and cannot be more than 2 minutes long. Monetary awards also will be given for second and third place. Entries will be accepted until March 14, 2014.

“More than 30 scientific studies indicate hands-free device use does not offer drivers any safety benefit,” said John Ulczycki, vice president of strategic initiatives at NSC. “The brains of drivers using handheld or hands-free devices are distracted by the conversation itself, which means they are not able to focus solely on the task of driving. NSC aims to raise awareness about the dangers of using cell phones behind the wheel, not just in April during Distracted Driving Awareness Month, but every day of the year.”

NSC estimates 1 in 4 car crashes involve some form of cell phone use. NSC called for a total ban on all cell phone use while driving in 2009 after reviewing the numerous studies indicating the dangers of both handheld and hands-free devices. Cell phone distracted drivers can miss seeing up to 50 percent of their driving environment and have significantly delayed reaction times.

More information and [entry forms](#) can be found at nsc.org/ddmonth. To learn more about cognitive distraction, visit thebrain.nsc.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 roads 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.

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