

February 3, 2025

Dear Schools and Youth Groups:

Youth of Virginia Speak Out About Traffic Safety (YOVASO) is excited to provide schools and community youth groups with a free, educational initiative to help keep youth and teens safe during the timeframe between Memorial Day and Labor Day, known as the '100 Deadliest Days' for young drivers. The **Arrive Alive** Project is sponsored in partnership with the Virginia State Police, Virginia Department of Motor Vehicles, and State Farm, and includes free educational materials, incentive items, and project ideas! Through *Arrive Alive*, YOVASO's goal is to reduce crashes, injuries, and fatalities among young drivers, passengers, pedestrians and bicyclists during the high-risk spring and summer months.

According to preliminary data from the Virginia DMV, speed continues to be a major risk factor in teen driver-related fatal crashes. Additionally, teens, along with many Virginians, still aren't buckling up.

Arrive Alive is designed to change behaviors and encourage teens to buckle up, slow down, and drive safely throughout the spring and summer months.

The *Arrive Alive* Project will be available over three months, starting in March and concluding in May; however, many schools will continue promotion throughout the summer to reach youth and teens during summer break. This timeframe gives schools and youth groups the flexibility to plan and complete activities at their own pace. New this year, YOVASO will provide a Project Guide and Toolkit to make participating at any level simpler. There are two options for participating: non-competing and competing. Schools and youth groups that elect to compete for prizes will register for materials and are required to complete the components outlined in on page 2 of the Project Toolkit. Non-competing schools may register to receive materials and complete any activities of their choice. **All levels of participation are encouraged and even the simplest of activities will help us reach and impact young lives!** When registering, if you are unsure which level of participation is best for your students, you can always notify us during the project to change your selection.

The **High School-Age Focus** is to educate young drivers on the seriousness of speeding, not wearing a seat belt, and engaging in risky behaviors common in warm weather months, such as cruising, driving with too many passengers, driving distracted, staying out past curfew, and driving impaired. Through focused messaging and providing peer-to-peer activity ideas, YOVASO's goal is to see students take the project and develop creative messages and activities to influence their peers to drive safely and celebrate responsibly during this high-risk time that includes prom, graduation, and other celebratory events.

The spring component of the project will take place March 3 – May 31, 2025. All schools and youth groups are encouraged to complete the [Registration and Order Form](#) to receive free educational and incentive materials on driver and passenger safety. **To receive materials prior to March 3, register by 5:00pm on February 14, 2025.** Registration will remain open until materials are depleted.

For more details, prize information, and competition guidelines, visit www.yovaso.org/arrive-alive.

With your help, our organizations and Virginia youth can work to create a positive culture for safe teen driving and passenger safety this spring and summer. Have fun!

Best Wishes,
Casey Taylor, YOVASO Program Development Coordinator