



# AAA PROMise 2013 Overview

*A Program to Support Parents, Teens, Law Enforcement, and School Officials to Help Get Everyone Home Safely During Prom and Graduation Season*

## What is AAA PROMise?

AAA is reaching out to you in an effort to help reduce the number of teen injuries and fatalities that result from intoxicated driving by teenagers who indulge in underage drinking and/or drug use during prom and graduation season. The Auto Club Group Traffic Safety Foundation launched this program, AAA PROMise, an anti-drinking and drug campaign aimed at high school seniors, with the goal to protect everyone on the roadways.

The program is a tool to encourage young drivers and their parents to talk about the dangers of driving under the influence. The AAA PROMise supports parents, teens, law enforcement, and school officials to help get everyone home safely during prom and graduation season.

## How Does the AAA PROMise Service Work?

AAA encourages parents to speak with their teen before prom and graduation season to discuss a plan for a safe way home should they find themselves in a compromising situation or having to rely on a friend who may be intoxicated. If a teen can't get home safely, they are encouraged to call their parent(s) for a safe ride home and their parent can call 1-800-AAA-HELP for a FREE tow home of the family vehicle.

## How Long has AAA PROMise Been Offered?

In 2011, AAA piloted the AAA PROMise in Tampa, Fla. The program was such a success, that in 2012, AAA was able to expand and test additional markets. In 2013, the program is now available in the following key markets:

- 📍 Tampa Bay, Florida
- 📍 Jacksonville, Florida
- 📍 Orlando, Florida
- 📍 Metro Atlanta, Georgia
- 📍 Metro Nashville, Tennessee
- 📍 Metro Knoxville, Tennessee
- 📍 Metro Madison, Wisconsin

## How is AAA PROMise Funded?

This program is funded by donations to the Auto Club Group Traffic Safety Foundation. To learn more about the Foundation or to make a donation, visit [www.AAA.com/Foundation](http://www.AAA.com/Foundation). We thank you in advance for helping to make this a safer prom and graduation season for everyone.

## What Can You Do to Help Reach Young Adults?

Every high school within these markets will receive a AAA PROMise pledge poster to be signed by students when they enter their prom as a reminder to not partake in underage drinking and/or drug use. AAA is also providing a DVD to a video of the AAA PROMise Teen Impact Panel that will give high school seniors the rare opportunity to learn first hand, from their peers, what it is like to be involved in an alcohol- or drug-related car crash before it is too late.

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