



# 2020 SAFETY PARTNER PROGRAM



# 2020

## SAFETY PARTNER PROGRAM



Distracted Driving is plaguing our roadways and we are looking for solutions. According to the National Highway Traffic Safety Administration (NHTSA), distracted drivers killed 3,477 people and injured 391,000 in 2015 alone. Distracted driving has increased from a problem to an epidemic. We've created these distracted driving events and programs to help spread awareness and save lives.

The Dori Slosberg Foundation is a non-governmental, non-profit 501c3 organization who are dedicated to traffic and road safety. The foundation is named in memory of Dori Slosberg, the daughter of former State Representative Irving "Irv" Slosberg, whose life tragically ended when the car she was in crashed while she was unbuckled. Dori and four other girls were killed in the crash. Maribel Farinas was left a quadriplegic, and Emily Slosberg, Dori's twin sister, survived with serious injuries.

Established in 2004, the foundation received non-profit status in 2005 and is an influential force in reversing the deadly statistics our roadways produce. The Dori Saves Lives foundation has an extensive variety of signature programs and events. I started the Dori Slosberg Foundation to encourage seat belt compliance, discourage drunken driving and work with law enforcement on driver safety issues. In 2003, the Legislature approved the Dori Slosberg Driver Education Safety Act Florida statute 318.1215 which adds \$5 to the cost of traffic tickets. To date this has generated approximately 55 million for both public and private schools, the money goes directly to the school driver ed department....FREE Drivers Ed.

Through our various events and programs across the state of Florida and our presence in Florida high schools enhancing the driver education programs, we have become an influential force in the war against traffic injuries and fatalities our roadways produce. Our mission is to distribute the necessary tools that help everyone drive safely and reduce distracted and dangerous driving behavior.

What my two decades of traffic safety advocacy has taught me is that most crashes are preventable and learning the cause of crashes is imperative to changing human behavior. In 2020 we are forming a select group of safety partner sponsors to help with our core mission of educating and advocating to save lives on our highways.

**JOIN TEAM DORI !**  
*Change Driver Behavior and Save Lives*

# 2020 SAFETY PARTNER OPPORTUNITIES

**Join Team Dori: Change Driver Behavior and SAVE LIVES!**

Through the funding of our Safety Partner Programs, DSL collaborates with government, law enforcement and public and private sector entities to educate Florida drivers and pedestrians on the dangers of distracted driving.

## SAFETY PROGRAMS

### Spread The Word Campaign

Educates Florida teen drivers on the new No Texting While Driving law.

### This Could Be You Video

Educates Florida teen drivers on the dangers and consequences of impaired driving.

### Brand Licensing & Cause Marketing

Sponsors can use the DSL brand in their multi-channel marketing and advertising campaigns.



## PROGRAM SPONSORSHIPS

When you sponsor a Dori Saves Lives program or event you can become a member of our Safety Partners. As a DSL Safety Partner, you can receive:

- Top-level recognition at DSL signature events
- Company logo and bio listed in a prominent location on the Dori Saves Lives website
- Elevated credibility in the eyes of the community
- Year-Round Recognition via DSL's Multi Channel Marketing Platform



# 2020 SAFETY PARTNERS SPONSOR PACKAGES



## CHAIRMAN SPONSORSHIP

The Chairman Sponsorship is the Dori Saves Lives Premiere Sponsorship opportunity, giving your brand full access & representation across all 3 Signature Programs. The Chairman Sponsorships offered by Dori Saves Lives presents your organization as part of the solution to ending distracted driving.

**\$36,000.00 Annually / \$9,000.00 Quarterly \*Per County**



## PRESIDENT SPONSORSHIP

The President Sponsorship offers brand exposure in the community and to decision-makers who are looking for the services that our sponsors provide. The President Sponsorship gives your brand full access & representation across 2 Signature Programs.

**\$24,000.00 Annually / \$6,000.00 Quarterly\* Per County**



## DIRECTOR SPONSORSHIP

The Director Sponsorship aligns your organization with a high-profile solution to a rapidly growing epidemic, Distracted Driving. This sponsorship is ideal for a firm that wants the highest visibility at the best value. This is an excellent value package that provides brand exposure across 1 Signature Program, and grass root community relationship invitations.

**\$12,000.00 Annually / \$3,000.00 Quarterly \* Per County**



[www.dorisaveslives.org](http://www.dorisaveslives.org)

2020

**FLORIDA STATE**

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**TEXTING BAN**

**SPREAD THE WORD CAMPAIGN**

## **Do not text and drive — it is the law.**

**And the Palm Beach County School District want students and parents to know.**

In 2020 Dori Saves Lives partnered with the Palm Beach County School District to ramp up efforts to raise awareness about Florida's new texting-while-driving law, and to educate one of the most at-risk demographics on the road — teenage drivers.

***“With the new law in effect in 2020, the outreach by schools will be key.”***

The School District of Palm Beach County (SDPBC) is the tenth-largest public-school district in the United States, and the fifth-largest school district in Florida.

The district encompasses all of Palm Beach County. For the beginning of the 2017–2018 academic year, enrollment totaled 193,000 students in Pre-K through 12th grades.

2018 enrolled High School student numbered 54,154

The district operates a total of 23 high schools: and Exceptional Student Education (ESE). It has 27,168 employees and 45,000 volunteers.

**Additionally**, there are 41 charter schools sponsored and administered through the School District of Palm Beach County.

### **WARNING Students & Parents Don't Text and Drive — It is the Law.**

In 2020, texting while driving became a **Primary** offense in Florida. The law allows law enforcement to issue tickets for texting while driving

- The law includes typing and reading a text while driving and includes tablets.
- Drivers are 23 times more likely to crash when texting while driving!
- Texting takes a driver's eyes off the road and hands off the wheel.
- Five seconds of texting = driving the length of a football field at 55 mph, **BLIND**.
- 43 percent of fatal accidents in Florida are caused by texting and driving.

**The law went into effect October 1st, 2019, with a 3-month grace period where violators will be warned and educated. Citations began January 1st, 2020.**

-1st offense is 3 points + \$30 + court fees.

--1st time offenders may opt to take a wireless communications device safety program to avoid points + \$30 fine + court fees.

-2nd offense within 5 years is 3 points + \$60 + court fees.

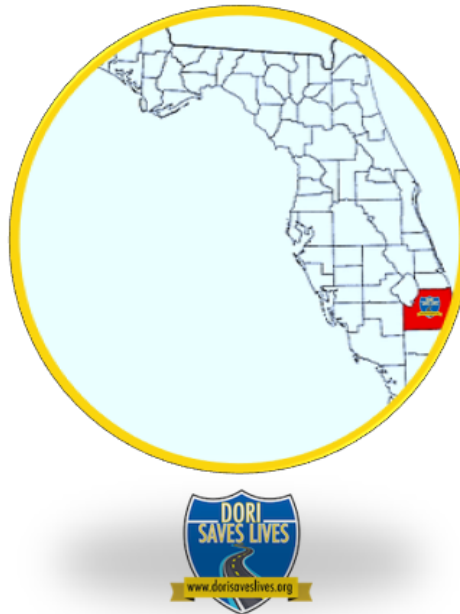
## The Problem Palm Beach County Teen Drivers Face...

The unspoken epidemic in America is the darker side of driving, one that has taken thousands of lives and threatens to cast a shadow over our teen driver's future that we are working so diligently toward.

The reality is that America's roads today are more dangerous than ever. More than 40,000 people were killed in vehicle accidents in 2016 — the highest rate in almost a decade — and this increase has been driven

**The Dori Saves Lives 2020 Spread the Word Campaign is available to help educate public high school students & parents in:**

Atlantic Community High School  
Boynton Beach Community High School  
Cardinal Newman High School (West Palm Beach, Florida)  
Atlantic Community High School  
Dreyfoos School of the Arts  
Forest Hill Community High School  
G-Star School of the Arts  
Glades Central High School  
Glades Day School  
Harid Conservatory  
John I. Leonard Community High School  
Jupiter Christian School  
Jupiter Community High School  
Jupiter Environmental Research and Field Studies Academy  
The King's Academy (West Palm Beach, Florida)  
Lake Worth Community High School  
Matlock Preparatory Academy (West Palm Beach) Florida  
Olympic Heights Community High School



Oxbridge Academy Foundation, Inc.  
Pahokee High School  
Palm Beach Central High School  
Palm Beach Gardens Community High School  
Palm Beach Lakes Community High School  
Park Vista Community High School  
Pine Crest School  
Royal Palm Beach High School  
Saint Andrew's School (Boca Raton, Florida)  
Saint John Paul II Academy  
Santaluces Community High School  
Spanish River Community High School  
Suncoast Community High School  
The Benjamin School  
Weinbaum Yeshiva High School  
Wellington High School (Wellington, Florida)  
West Boca Raton Community High School  
William T. Dwyer High School



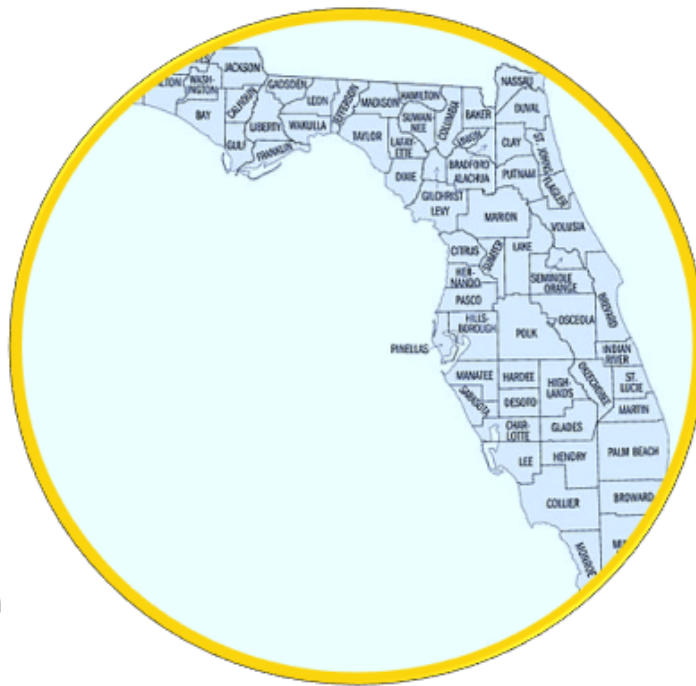
# DORI SAVES LIVES

## Texting Ban **Spread the Word** Campaign

### 2020 Florida Counties, High School Expansion Plan

Alachua  
Baker  
Bay  
Bradford  
Brevard  
Broward  
Calhoun  
Charlotte  
Citrus  
Clay  
Collier  
Columbia  
DeSoto  
Dixie  
Duval  
Escambia

Flagler  
Franklin  
Gadsden  
Gilchrist  
Glades  
Gulf  
Hamilton  
Hardee  
Hendry  
Hernando  
Highlands  
Hillsborough  
Holmes  
Indian River  
Jackson  
Jefferson  
Lafayette  
Lake



Lee  
Leon  
Levy  
Liberty  
Madison  
Manatee  
Marion  
Martin  
Miami-Dade  
Monroe  
Nassau  
Okaloosa  
Okeechobee  
Orange  
Osceola  
Palm Beach  
Pasco  
Pinellas

Polk  
Putnam  
Santa Rosa  
Sarasota  
Seminole  
St. Johns  
St. Lucie  
Sumter  
Suwannee  
Taylor  
Union  
Volusia  
Wakulla  
Walton  
Washington

**There are 2,227 high schools in Florida, made up of 1,485 public schools and 742 private schools. Florida ranks as the 3rd state in terms of student enrollment with 2,225,540.**

- 1) Partner with School Districts to reduce teen driver fatalities in Florida by increasing awareness of the new No Texting law in high schools throughout the state.
- 2) Create a **Spread the Word** campaign for high school students and parents.
- 3) Create a multi-channel platform to impact Florida High School students.
- 4) Develop a **Spread the Word** program for charter and private schools
- 5) Promote the positive impact of the new No Texting Law to the public and state legislators.



# 2020 Spread the Word Student Handout

*“Directly Reach Students and Family & Help Spread the Word About the New Florida No Texting Law”*

**DORI SAVES LIVES**  
www.dorisaveslives.org

SCHOOL ZONES ARE ALWAYS  
**HANDS FREE!**  
VIOLATORS CAN RECIEVE UP TO  
**\$150**  
IN FINES & FEES!

**2020 FLORIDA TEXTING BAN**

What drivers need to know about recent changes to texting laws.

PROUDLY SPONSORED BY:

-- place sponsor logo here --

## 2019 NEW NO TEXTING LAW QUESTIONS & ANSWERS

### WHAT HAS CHANGED IN THE NEW LAW?

Previously Florida had a law against texting while driving, but it was only secondary enforcement requiring another (primary) violation to occur before pulling the driver over. The new law, which is now primary enforcement, allows law enforcement to pull over drivers for texting while driving, meaning that drivers may be pulled over for violating this law solely.

### WHEN DOES THE NEW LAW START?

The new law goes into effect October 1st, 2019, with a 3-month grace period where violators will be warned and educated. Citations begin January 1st, 2020.

### HOW MUCH DO TICKETS COST? ARE THERE POINTS ON MY LICENSE?

1st offense is 3 points + \$30 + court fees. 1st time offenders may opt to take a wireless communications device safety program to avoid points + \$30 fine + court fees). 2nd offense within 5 years is 3 points + \$60 + court fees.

### CAN I TEXT OR USE SOCIAL MEDIA WHILE DRIVING?

No, drivers may not use wireless communication devices while in motion. If you are "operating", i.e. driving, a vehicle, you may not use a wireless communication device to send or receive text messages.

### ARE THERE EXEMPTIONS TO THE TEXTING WHILE DRIVING BAN?

Yes, exemptions include autonomous vehicles, emergency vehicles, reporting emergency situations or criminal activity, and activating a hands-free function. Also exempt are receiving messages that are related to navigation, data used primarily by the vehicle, radio broadcasts, and alerts pertaining to safety including traffic and weather.

### IS CONSENT OR A WARRANT REQUIRED FOR DEVICE ACCESS?

Yes, law enforcement cannot forcefully search a phone or other device without first obtaining driver consent or a warrant. They must inform the driver of their right to decline a search of their device. Any search must be voluntary and not coerced. In addition, law enforcement may not seize a phone until the time they are able to obtain a warrant. Warrants for device records are only obtainable when a driver is involved in a crash causing injury or a fatality.

### ARE THERE SPECIAL PROVISIONS FOR SCHOOL + WORK ZONES?

Yes, these areas are considered hands-free only. Drivers may not hold a wireless device for any reason. All communications are limited to Hands Free function only

For More Information visit <https://DoriSavesLives.org/NewTextingLaw>

## The Dori Saves Lives **SPREAD THE WORD** Campaign Goal

To distribute **New Texting Law** handouts directly to students and families in the Palm Beach County school district

Spread The Word campaign sponsors are prominently displayed on print and digital cards, and social media posts and campaigns.

# 2020 **Spread the Word** Social Media Sharing Kit

*“Help Digitally Spread the Word About the New Florida No Texting Law”*

As part of the Spread the Word campaign, Dori Saves Lives has put together a Social Media Sharing Kit with images and videos to help raise awareness about the new 2019 New Florida No Texting Law. Included are 5 images with facts about No Texting and Driving sized for Email, Facebook, and Instagram, but will also work well on any other platform.

Included in this kit are **Spread the Word** campaign content for social pages, email lists, and newsletters. **Below are sample Posts & Tweets:**



Texting While Driving Illegal

Put it down. Save a life.

Learn the new law now

<https://DoriSavesLives.org/NewTextingLaw>

#floridanewtextinlaw #distractedddriving #textinganddrivingillegal #spreadtheword



## POSTS



Drivers using a wireless device are now **BREAKING THE LAW** in Florida.

Texting and Driving = Fines, Court Fees & Points on License.

Learn the new 2019 Florida No Texting Law now.

#floridanewtextinlaw  
#distracteddriving  
textinganddrivingillegal  
#spreadtheword




## TWEETS






## Example Of Post In Florida Virtual School Digital Newsletter

Get started by clicking  In the menu at the top of the page!

I am your Driver Education instructor **Mrs. Adams**



Click here to learn more about Mrs. Adams

Call or text me: (386)697-7429

Email me at: aadams212@learn.flvs.net

I am available for you Monday - Friday 8am-8pm EST.

**ANNOUNCEMENTS**

**NEW TO MY CLASS?**  
Click here first - New Student Orientation Video and Student Form - <http://bit.ly/2z6b11D>

Click here to watch the orientation video again

Click here if you need to watch the orientation video again

**WARNING** Drivers using a wireless device are now **BREAKING THE LAW** in Florida.  
Texting and Driving = Fines, Court Fees & Points on License.  
Learn the new 2019 Florida No Texting Law now. <https://DoriSavesLives.org/NewTextingLaw>

Google Slides

## Example Post In Palm Beach County School District Newsletter, Dori Save Lives Newsletter Is Distributed to Schools and Teachers Throughout Florida.

**Tweets by @pbcscd**

**Dori Saves Lives** @DoriSavesLives

**SPREAD THE WORD**

TEXTING WHILE DRIVING  
ILLEGAL IN FLORIDA 2019

AVOID FINES, COURT FEES, POINTS ON YOUR LICENSE & **SAVE LIVES**

#EndDistractedDriving  
#ItCanWait  
@DoriSavesLives

Time Date

Retweets Likes

**Tweet**

The School District of Palm Beach County

SPREAD THE WORD  
**TEXTING WHILE DRIVING**  
ILLEGAL IN FLORIDA

AVOID FINES, COURT FEES, POINTS ON YOUR LICENSE & **SAVE LIVES**

The School District of Palm Beach County

Texting While Driving Illegal  
Put it down. Save a life.  
Learn the new law now  
<https://DoriSavesLives.org/NewTextingLaw>  
#floridanewtextinglaw #distracteddriving  
#textinganddrivingillegal #spreadtheword

pbcscd  
Don Estridge High Tech Middle School

View Profile

Benjamin Collin, a sixth grade trombonist at Don Estridge High Tech Middle School, received a donated trombone from @allcountymusic in honor of MSD victim Alex Schachter Full story tonight at 5 on @wptv

Add a comment...

# THIS COULD BE YOU!



## DORI SAVES LIVES VIDEOS HAVE TOUCHED **OVER 700,000** STUDENTS

*Our This Could Be You video will continue to be viewed every day by students as part of their driver ed curriculum. Upon completion they will receive community service hours.*

# THIS COULD BE YOU!

## 2020 VIDEO PROGRAM

**This Could Be You video is the true story of two teens in prison for killing people while driving drunk.**

Every teen needs to be reminded of how to be responsible for their own safety and the outcomes of intentional acts of irresponsible behavior. This video will remind the students to not engage in anything questionable while driving a vehicle.

This will be accomplished through the heartbreaking, real life consequences shared in the video. It will educate teens on different legal and medical issues involved with dangerous actions, how to avoid peer pressure and the difficult decisions that they face on the road.

Teachers in Florida public, private and charter schools will distribute student This Could Be You digital or print handout pack consisting of:

- 1) An overview and key points of the dangers and consequences of Drinking and driving.
- 2) Download instructions for the NHTSA's Safer Ride app will help keep drunk drivers off our roads by allowing users to identify their location and call a taxi or friend to pick them up.
- 3) Instructions and links for logging on to the Dori Saves Lives portal to answer the This Could Be You video questions and how to get 2 hour of community service hours.
- 4) Instruction and links for joining the Zero Distracted Driving Movement
- 5) The teacher will show the 23-minute video to the class and explain that for at the end of the video or for homework, students will log on to [DoriSavesLives.org](http://DoriSavesLives.org) to answer three questions pertaining to the actions and consequences discussed in the video.
- 6) The teacher will explain upon completion of homework, students will be issued a "completion certificate" provided at the end of the questionnaire.
- 7) The teacher will explain that two hours of community service may also be earned by providing "completion certificate" to the school's guidance department.
- 8) Teacher will hold a 10-minute question and answer segment covering the video and student handout pack.
- 9) Teacher will end lesson by encouraging students to log on and join the Zero Distracted Driving Movement, to help prevent future crash fatalities in Florida.



***This Could Be You*** is a video produced by the Dori Saves Lives Foundation as a teaching tool to help end Distracted and Drunk driving. These are the true stories of a single day that changed lives forever. The first story features a drunk young woman who was speeding and out of control when her car hit a pedestrian whose body flew in the air and landed in the driveway of a nearby hotel killing him instantly. She sped away to her apartment and was found with her hair stained with blood and bits of flesh.

The second story tells of a drunk young man who tried to pass a car in excess of 80mph and was hit by an oncoming car. One person died at the scene, while another was seriously injured- including 10 days spent in a coma and an amputation at the right knee.

In this video, there are interviews with the eyewitnesses who called the police as they watched the drunk driver weave through traffic and then crash. Also included is their 911 call before, during and after the accident. There is also police video and still photos from the scene, interviews with the drunk driver, as well as interviews with the family of the victims who were killed. It is difficult to imagine a more compelling story about the tragedy of drinking and driving.

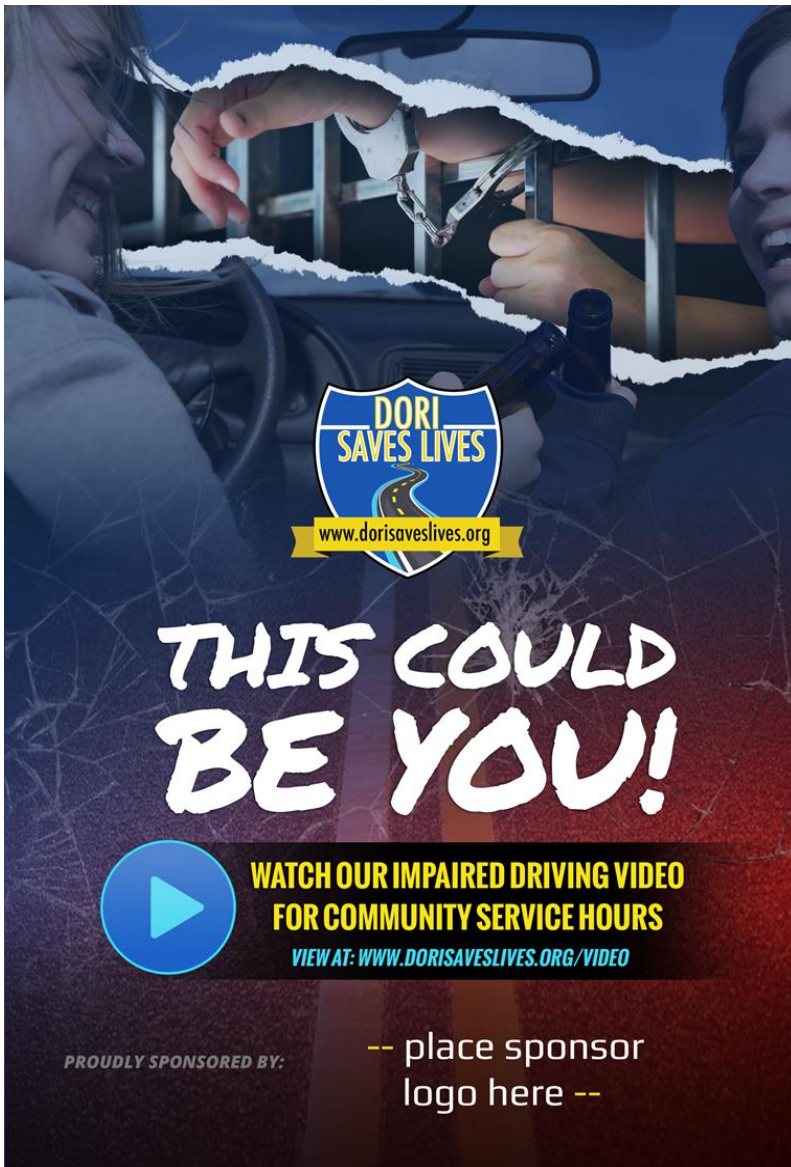
### **This Could Be You” Video Program Impact**

Students earn community service hours by watching this 22-minute video and filling out the homework questions, which shows teenagers in jail due to impaired driving. Right now, we are in drivers ed classes and we want to move it to charter, private schools and other classes besides drivers ed, in all schools to the entire student population.

This program will approximately impact 1,000,000 students, which is 50% of total Florida State middle and high school students of public, charter and private schools. Video will be shown during classes and school assemblies throughout the year.

**Dori Saves Lives This Could Be You video partners will have their logo prominently displayed on the video, school handout cards and social media posts. Additionally, This Could Be You video partners can participate in on location and virtual school assemblies.**





**DORI SAVES LIVES**  
www.dorisaveslives.org

# THIS COULD BE YOU!

**WATCH OUR IMPAIRED DRIVING VIDEO FOR COMMUNITY SERVICE HOURS**  
VIEW AT: [WWW.DORISAVESLIVES.ORG/VIDEO](http://WWW.DORISAVESLIVES.ORG/VIDEO)

PROUDLY SPONSORED BY: -- place sponsor logo here --

## WHAT ARE THE PENALTIES FOR DUI IN FLORIDA?

A misdemeanor with penalties that include:

- Up to 1 year imprisonment
- Up to 1 year probation
- \$2,000 to \$5,000 fine
- 6 months to 1 year license suspension
- Substance abuse course (DUI school)
- Vehicle impoundment for 10 days
- Interlock Ignition Device on all vehicles for 2 years.

## HOW MUCH MORE LIKELY ARE YOU TO CRASH WHILE DRUNK?

If you initially had two drinks which raise your BAC to 0.08, and then have two more drinks, your likelihood of an accident goes up almost tenfold. At 0.08 BAC, a driver is 11x more likely than the non-drinking driver to be involved in a crash.

## HOW LONG DOES A DUI STAY ON YOUR RECORD IN FLORIDA?

75 years. However, if you do not request a court hearing within 10 days from the date you were arrested, your license can be suspended for 6-18 months. It is important to remember that in the State of Florida, a conviction of a DUI will remain on your record for 75 years.

## HOW MANY CHILDREN DIE FROM DRUNK DRIVERS?

During 2001-2010, 2344 children <15 years were killed in crashes involving at least 1 alcohol-impaired driver. Of these children, 1515 (65%) were riding with an impaired driver. Annual death among children riding with an alcohol-impaired driver decreased by 41% over the decade.

## HOW MANY TEENAGERS DIE IN DRUNK DRIVING ACCIDENTS?

An average of nine teens ages 16-19 were killed every day from motor vehicle injuries. 2,739 drivers ages 15-20 were killed and an additional 228,000 were injured in crashes. A total of 4,054 teens between the ages of 13-19 died in car accidents. 81% of teens killed in car accidents were passengers.

**THIS COULD BE YOU** is a video telling how the events of one day changed lives forever. The video reveals the heartbreaking, real life consequences of impaired driving. It educates teens on different legal and medical issues involved with dangerous actions, how to avoid peer pressure and the difficult decisions that they face on the road. After watching the video, students can log onto the Dori Saves Lives portal ([www.dorisaveslives.org/video](http://www.dorisaveslives.org/video)) to answer the questions and learn how to get 2 hour of community service hours.

**HELP SPREAD THE WORD**

SPONSORSHIP OPPORTUNITIES AVAILABLE @  
[WWW.DORISAVESLIVES.ORG/ABOUT/SAFETY-PARTNERS](http://WWW.DORISAVESLIVES.ORG/ABOUT/SAFETY-PARTNERS)  
DONATIONS GLADLY ACCEPTED @  
[WWW.DORISAVESLIVES.ORG/DONATE](http://WWW.DORISAVESLIVES.ORG/DONATE)

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**DORI SAVES LIVES VIDEOS HAVE TOUCHED OVER 700,000 STUDENTS**

Our This Could Be You video will continue to be viewed every day by students as part of their driver ed curriculum. Upon completion they will receive community service hours.

**SPONSOR LOGO**



**SPONSOR LOGO**



## Brand Licensing & Cause Marketing Program



## Benefits Of Partnering with The Dori Save Lives Foundation Brand & Cause

When it **comes** to partnering, there are clear benefits. From more resources and greater credibility, to access to expertise and wider networks, a partnership with Dori Saves Lives can bring these things and more to the table. Encouraging others to join in your teen driving effort can heighten its importance and prompt the public and your target audience to take notice. The partnership can expand your reach and resources while helping you build a community of allies who are committed to helping teens survive their most dangerous driving years.

## Benefits of Distracted Driving Cause Marketing

The purpose of Distracted Driving Cause marketing is to increase exposure and awareness for both Safety Partners and the Dori Saves Lives Foundation. Industry research has shown some of the benefits you can expect include:

- An increase in brand loyalty
- A boost in local market perception
- An increase in new business
- Positive press coverage and company reviews
- Differentiation from the competition

**One of the biggest potential benefits is a more favorable public reputation.**

In fact, studies have shown that most consumers say they would switch from one brand to another if the other brand were associated with a good cause.



**The bottom line is this:** Traditional advertising and marketing methods are expensive and produce a transactional customer. Doing Distracted Driving cause-based event campaigns will increase customer loyalty, decrease turnover, and create goodwill in your community.

Brand License Partners are given the rights to use the DSL brand in their multi – channel marketing and advertising campaigns. Additionally, our Brand License partners can join with the Dori Saves Lives Foundation and participate in our programs and events,

Dori Saves Lives goal is to change teen driver behavior and reduce distracted driving. These deaths are senseless and can only be prevented through strategic nonprofit partnerships advocating and promoting safe road design, teen education, training, and awareness of the dangers of distracted driving. **Together we can make a difference.**





[www.dorisaveslives.org](http://www.dorisaveslives.org)

**HELP END  
DISTRACTED  
DRIVING**

**JOIN THE MOVEMENT**  
[WWW.DORISAVESLIVES.ORG](http://WWW.DORISAVESLIVES.ORG)

# ORGANIZATIONS THAT SUPPORT



## SAFE DRIVING PROGRAMS





THE SCHOOL DISTRICT OF  
PALM BEACH COUNTY, FL

SHANE SEARCHWELL  
DIRECTOR

WANDA F. PAUL, M.Ed., MBA  
CHIEF OPERATING OFFICER

TRANSPORTATION SERVICES  
2775 HOMEWOOD ROAD  
WEST PALM BEACH, FL 33406

PHONE: 561-357-1110 / FAX: 561-242-8340  
[WWW.PALMBEACHSCHOOLS.ORG/TRANSPORTATION](http://WWW.PALMBEACHSCHOOLS.ORG/TRANSPORTATION)

November 12, 2019

To Whom It May Concern:

As the Director of Transportation Services for Palm Beach County District Schools, it is my pleasure to write this letter in support of *The Dori Saves Lives Foundation*.

For over a decade, *The Dori Saves Lives Foundation* has partnered with us in support of driver safety education. Specifically, our bus drivers, bus attendants, and mechanics receive educational opportunities at our annual Department-wide professional development day each August; in addition to safety campaigns, initiatives, and various other bus driver events. Emphasis is placed on the distracted driving crisis and seat belt safety. The *Dori Saves Lives* foundation has also touched the lives of our employees by providing much appreciated service and safety awards each year to employees who go above and beyond in the area of safety and security specific to student transportation.

*The Dori Saves Lives Foundation* has my unqualified endorsement for this grant that I am confident will continue to positively impact behind-the-wheel behavior and the safety of the more than 60,000 students that we transport to and from school each day.

Yours truly,  
  
Shane Searchwell  
Director of Transportation



**THE SCHOOL DISTRICT OF  
PALM BEACH COUNTY, FLORIDA**

DEPARTMENT OF SECONDARY EDUCATION  
3300 FOREST HILL BOULEVARD, SUITE C-223  
WEST PALM BEACH, FL 33406-5813

PHONE: 561-434-8255 FAX: 561-434-8091  
[WWW.PALMBEACHSCHOOLS.ORG/SC/](http://WWW.PALMBEACHSCHOOLS.ORG/SC/)

**DIANA FEDDERMAN**  
ASSISTANT SUPERINTENDENT  
TEACHING AND LEARNING

To the Dori Saves Lives Foundation:

As the Driver Education Administrator for the The School District of Palm Beach County, I am writing this letter in support of the Dori Saves Lives grant proposal. The School District strongly supports the Dori Saves Lives grant proposal to fund Teen Safe Drivers Education Programs, in order to reduce car crashes in the State of Florida. The School District of Palm Beach County has been partnering with Dori Saves Lives Foundation for the past 14 years to reduce the numbers of injuries/fatalities with vehicle crashes.

Throughout the years we have teamed up with the Dori Saves Lives Foundation, changing teen driving behavior. The foundation provides direct support to our schools through communication with parents, students and teachers. Their programs include: educational videos about the dangers of distracted or impaired driving, school assemblies, crash reenactments, safe teen driver outreach and lesson plans with educational literature. The Foundation also supports students that are enrolled in driver education classes during the school day, in the afterschool programs and during the summer driving campaign.

I am confident that Chairman Irv Slosberg and the Dori Saves Lives team will exceed expectations.

Sincerely,

Eric Stern

Eric Stern  
2018 SHAPE America National Physical Education Administrator of the Year  
K-12 - Physical, Health, and Driver Education Administrator  
High School Graduation Administrator  
Florida PTA Legislative Committee Member  
Past Chair Florida PTA Health and Wellness  
Past President (2010-2012) - Florida Alliance for Health, Physical Education,  
Recreation, Dance and Sports (FAHPERDS) Now called SHAPE Florida  
3300 Forest Hill Blvd, West Palm Beach, FL, 33406 C-225  
(O) 561-434-7450  
(C) 561-629-6820  
Email: [eric.stern@palmbeachschools.org](mailto:eric.stern@palmbeachschools.org)



November 12, 2019

Deborah Adams  
2145 Metrocenter Blvd. Suite 100  
Orlando, Florida 32835

To Whom It May Concern,

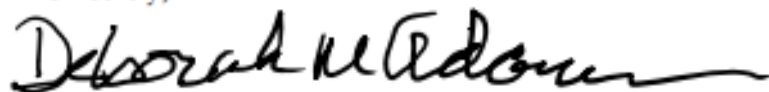
Thank you for this opportunity to write in support of Dori Saves Lives Foundation. Dori Saves Lives, a leader in promoting safe driving in the state of Florida, has been a proud partner of the Driver Education Department at Florida Virtual School for many years. The foundation has always aimed to highlight education that will particularly impact our teen driver population. The organization supports driver education teachers across the state of Florida by providing extensive educational materials, professional development opportunities and developing educational programs for use in schools and community organizations. Additionally, Dori Saves Lives is a leader in advocating for legislation to improve road safety in Florida.

For the last 5 years, I have traveled with a group of Florida Virtual School Driver Education teachers from around the state to attend the annual Dori Saves Lives Driver Education Conference in Boca Raton. This day-long conference has had a profound impact on our teachers. Over the years, teachers have gained knowledge through break-out sessions on topics related to driver safety, guest speakers in the field of Driver Education, and the supplies and lesson planning tools provided through vendor stations. Teachers also receive updates on both the newest trends in the field and current legislative initiatives. Without Dori Saves Lives, this conference, which offers teachers an opportunity to network and share best practices in both teaching course content and engaging students in safe driving practices, would not exist.

For 15 years, Dori Saves Lives has been a leader in the state of Florida in advocating for safe driver legislation. The organization has been instrumental in several key pieces of legislation in Florida, including the Dori Slosberg Driver Education Safety Act, mandatory seatbelt laws in Florida, mandatory vision testing for drivers over the age of 80, and most recently the Wireless Communications While Driving Law-which prohibits texting while driving. Furthermore, the foundation has developed an extensive publicity campaign, *Spread the Word*, to educate teen drivers and their parents about the dangers and consequences of distracted driving and to provide strategies for minimizing this risky driving behavior. Through partnerships with school districts and community groups, this campaign can have a significant impact on reducing crashes on our roadways thereby making the roads in Florida safer for all drivers.

As the Instructional Leader for the Driver Education/Traffic Safety department at Florida Virtual School, I wholeheartedly support your organization! The foundation's commitment to educating our teen drivers, their parents and driver education teachers around the state of Florida is invaluable.

Sincerely,



Deborah M. Adams  
Instructional Leader/Principal



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11/12/2019

To whom it may concern,

It is my pleasure to write a letter of support for the Dori Saves Lives organization that supports our youthful drivers with Safe Teen Drivers Education Programs in the State of Florida.

I can personally attest being the owner of A Treasure Coast Driving School, Inc. which serves public and private school districts in Brevard, Indian River, St Lucie, Martin, and Palm Beach Counties that Dori Saves Lives has helped tens of thousands of teen drivers become safer and more confident drivers. The Dori Saves Lives organization and their tireless efforts to promote traffic safety and educate our youth has become a staple of many of our programs.

In conclusion, I fully support the efforts of The Dori Saves Lives organization and all that they stand for and believe in. "Any programs that can help our young drivers make better decisions about driving and save countless lives while doing so is needed by all who share the roads of our great State of Florida."

Sincerely,



John Bolen  
Owner A Treasure Coast Driving School





THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

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November 13, 2019

To whom it may concern,

I am writing this letter in support of Dori Saves Lives. This organization shares our mission of making our roads safer. I am the supervisor of the largest Driver's Education program in the state. We teach 7,000 students annually to be better decision makers and more responsible drivers. We offer hands on behind the wheel training for every one of them and it is free to all Broward residents. Dori Saves Lives provides meaningful professional development for our instructors. They provide innovative curriculum tools to help provide the highest quality of instruction. They offer incentives for students through contests while promoting traffic laws and the message of road safety. They have helped us help thousands of students teen become safer and more confident behind the wheel. I support Dori Saves Lives and hope you will as well. Please reach out to me at your convenience so I may personally endorse them further.

Sincerely,

Matthew Schroeder



# 2020

SPREAD  
THE WORD  
**PSA VIDEO**



SPREAD THE  
**WORD!**

## VIDEO CONTEST

**2020 FINALISTS**



<https://www.youtube.com/watch?v=n1abKSchcxo&feature=youtu.be>