



Maryland Automobile Insurance Fund

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Dear Maryland High School Principal:

Prom season is upon us. Over the last year, the Maryland Automobile Insurance Fund (MAIF) has made distracted driving the focal point of our community outreach efforts. Distracted driving is the number-one killer of teens in the United States, and combined with underage drinking, can make any night dangerous for teens...especially prom night.

MAIF is sponsoring our first "Operation: Safe Prom" video contest. We are seeking sixty to ninety second videos from Maryland high-schoolers which address the issues of distracted and/or impaired driving, and encourage teens to make wise choices on prom night in regard to those issues.

The winning schools will receive a contribution from MAIF toward their school's after prom party as well as the option to have MAIF's Distracted and Impaired Driving Simulator on hand at their prom and/or after prom party.

Enclosed, please find the contest guidelines, as well as an information sheet on MAIF's driving simulator.

Please share this contest with your staff, students, and after prom party committee.

May I request that an authorized representative from the school, preferably Principal or Vice Principal, contact me via email at MAIFSocial@emaif.com by 5:00 pm on Monday, April 15, 2013 to notify me of their school's intent to participate in the contest? At that time you may also designate a primary contact at the school for the contest. That contact will be emailed any additional administrative forms and logo files required for the project.

Thank you for your consideration of this contest. I hope that your school is able to participate, and wish the students luck in their productions. In your review of the attached materials, if you would like more information on bringing the driving simulator to your school, please feel free to contact me.

Sincerely,

Dan Franko
Communications & Community Outreach Coordinator
Maryland Automobile Insurance Fund