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**News Release |** For Immediate Release

Teens Invited to Celebrate Safe Driving

State Farm® and Celebrate My Drive® offer teens a chance to win a private concert for their high school

**Bloomington, Ill.,** (August 1, 2014) –State Farm is offering teens who commit to safe driving the chance to bring a popular band to their hometown for a private concert this coming school year.

As part of the Celebrate My Drive program, State Farm is teaming up with GRAMMY® Award nominees and country music sensation, The Band Perry, to encourage safe driving in high schools across the U.S. and Canada. Overall the participation in risky behaviors while driving—such as not wearing a seat belt, riding in a car driven by someone who had been drinking, or texting while driving—is higher among Hispanic teens according to the CDC’s Youth Risk Behavior Surveillance[[1]](#endnote-1). Celebrate My Drive promotes responsible driving practices like 2N2®: 2 eyes on the road and 2 hands on the wheel.

“We have such great memories of when we first got our driver’s licenses and we love that Celebrate My Drive is such a positive program that supports new teen drivers,” said the members of The Band Perry. “Teen driver safety continues to be a major issue in this country, and this program gives us a platform to spread the word and encourage safe driving in teens’ first years behind the wheel. It’s a privilege to partner with State Farm to shed light on this important issue and hopefully help save lives.”

Starting today through Oct. 7, administrators at U.S. and Canadian high schools can go to [www.celebratemydrive.com](http://www.celebratemydrive.com)  to register to participate in the celebration. Teens and community members can commit to safe driving once a day every day from October 15-24 in support of their favorite high school. Last year more than 6.3 million safe driving commitments were made through this program. Two grand prize winning schools will receive a private concert from The Band Perry. The 100 high schools with the most online safe driving commitments will win a grant award of $25,000 or $100,000.

“Getting a driver’s license is a major milestone in a young adult’s life, and The Band Perry is the perfect partner to help celebrate,” said Leif Roll, Marketing Vice President for State Farm. “Teens, in particular, connect with music in a major way, so it only makes sense to partner with one of the biggest acts in country music to celebrate this new generation of teen drivers. As a leader in auto safety, we feel Celebrate My Drive has proved to be a positive way to help educate youth and their parents about [teen driver safety](http://teendriving.statefarm.com/).”

The Celebrate My Drive program engages teens and the adults who influence them to have supportive and positive conversations about safe driving. Sadly, for more than 30 years car crashes have been the leading cause of teen deaths.

**About State Farm®:**   
State Farm and its affiliates are the largest provider of [car insurance](http://www.statefarm.com/) in the U.S. and is a leading insurer in Canada. In addition to providing [auto insurance quotes](http://www.statefarm.com/insurance/quote/arq.asp), their 18,000 agents and more than 65,000 employees serve 81 million policies and accounts – more than 79 million auto, home, life and health policies in the United States and Canada, and nearly 2 million bank accounts. [Commercial auto insurance](http://www.statefarm.com/insurance/business/bus_auto.asp), along with coverage for renters, business owners, boats and motorcycles, is also available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 41 on the 2014 Fortune 500 list of largest companies. For more information, please visit [http://www.statefarm.com](http://www.statefarm.com/) or in Canada [http://www.statefarm.ca](http://www.statefarm.ca/).

**About Celebrate My Drive:**

Celebrate My Drive® is a different approach to a leading public health risk. Car crashes are the number one killer of teens, and a teen’s first year on the road is the most dangerous. Using research as a guide, [State Farm](http://www.statefarm.com) is approaching teen driver safety, a winnable public health battle, by engaging teens while they learn to drive in a supportive and positive way. It’s a community celebration of safe driving habits emphasizing the benefits of safe choices as teens celebrate the freedom that comes with getting a drivers’ license. Learn more about the initiative at [www.celebratemydrive.com](http://www.celebratemydrive.com).

**About The Band Perry:**

Since releasing their self-titled debut album in 2010, The Band Perry has ascended to dizzying heights. Fronted by Kimberly Perry and rounded out by her younger brothers Reid and Neil, the band has notched a string of hit singles from their platinum debut and their gold sophomore release PIONEER, including:  the quintuple-platinum No. 1 “If I Die Young,” the platinum “You Lie,” the No. 1 “All Your Life,” the platinum No. 1 “Better Dig Two,” and the gold No. 1 “DONE” (which earned Reid and Neil Perry their first No. 1 as songwriters).  They’ve also enjoyed sold-out tours and a showering of honors, including multiple ACM, CMA, and CMT Music awards, including the 2014 ACM Award for ”Vocal Group of the Year, ” and CMT’s 2014 ”Group Video of the Year,” along with many GRAMMY®, AMA, ACA, and Billboard Music award nominations — all of which have cemented the sibling trio as one of the hottest acts in recent history.  The band is currently nominated for a 2014 Fox Teen Choice Award for ”Choice Country Group,” and is spending the summer touring the U.S. at dozens of venues and for hundreds of thousands of fans. For a list of all tour dates and more, visit [www.thebandperry.com](http://www.thebandperry.com/).

1. CDC Centers for Disease and Control Prevention Youth Risk Behavior Surveillance — United States, 2011

   <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss6104a1.htm> [↑](#endnote-ref-1)