



100 SAFEST DAYS

# Empower a safer journey to and from home for young drivers this summer



Every summer, from Memorial Day to Labor Day, teen-related vehicle collisions spike—making it the most dangerous time of the year for young drivers.



Instead of fear-based messaging, the program uses positive reinforcement by rewarding safe driving with discounts, gift cards, and everyday perks teens actually value.



From May 22 to September 8, 2026, young drivers will participate in fun and rewarding safe-driving challenges through the **Safe Roads Challenge app**.



## Be the fuel that powers safer driving in our communities

**Safer roads start with positive choices.**

Through the 100 Safest Days with your help, we're encouraging those choices by rewarding safe driving in ways young drivers care about.

**Even a small contribution, starting at \$50,**

**you encourage safer driving through positive reinforcement.** The more young drivers we reward, the more motivated they are to build life-saving habits.

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