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Norfolk Student Receives Prize for Safe Driving Message

Norfolk, VA, November 6, 2018– Norview High School Junior James Lachlan McClellan’s video, *Just Think*, took second place in the 2018 Fall Create Real Impact Contest, presented by Impact Teen Drivers and California Casualty. Lachlan was presented with a \$250 academic grant Monday from California Casualty’s Scott McKenna.

The Create Real Impact contest rewards students, ages 14-22, for their creative works warning young people about the dangers of distracted driving.

Inattentive driving is the number killer of teens. The Create Real Impact Spring contest invited students to submit works of music, art, writing and video addressing the dangers of being distracted while behind the wheel. Thousands of entries were received, and \$12,000 in educational grants are being awarded to students and schools across the nation.

James’ winning video can be found at www.createrealimpact.com, or viewed on YouTube at <https://www.youtube.com/watch?v=RjRkFo4XoM0>.

James hopes that his video skills will land him a slot at the University of Southern California’s School of Film.

Preventing inattentive driving is more important than ever. The National Safety Council has issued a call to action after a sudden and dramatic rise in traffic deaths the past two years, many caused by reckless actions or drivers not paying attention to the road. A study in the Journal of Adolescent Health found [31 percent](#) of Virginia teens admitted to texting while driving, even though texting and driving is a primary offense, carrying a fine of \$125 for the first offense, and \$250 for subsequent convictions.

“I have confidence teens can change the culture of driving to one that is distraction free – much like earlier generations did with seat belts,” said Kelly Browning, Ph.D., Executive Director, Impact Teen Drivers. “The Create Real Impact Contest provides an opportunity for teens to join the conversation and do something about the problem.”

Impact Teen Drivers has reached more than two million teens since 2007 and the Create Real Impact contest began in 2009. California Casualty is a founding partner of the nonprofit and continues to provide support for the contest. California Casualty representatives will help present checks to the winning schools and awardees.

“What I like best about the Create Real Impact contest is that it is all about students employing their creativity to deliver a critically important message to their peers: You can make a choice to help stop the tragedies that result from reckless and distracted driving,” said California Casualty CEO Beau Brown.

The 2019 Spring Create Real Impact contest will kick off after the first of the year in 2019.

See all of the winning entries and learn more about the Create Real Impact contest at www.createrealimpact.com.

About California Casualty

Headquartered in San Mateo, California, with Service Centers in Arizona, Colorado and Kansas, California Casualty has provided auto and home insurance to NJEA members since 2009. Founded in 1914, California Casualty has been led by four generations of the Brown family. To learn more about California Casualty, please visit www.calcas.com or call 1.800.800.9410.

About Impact Teen Drivers

Impact Teen Drivers was organized for the purpose of providing awareness and education to teenagers, their parents, and community members about all facets of responsible driving, with the goal of reducing the number of injuries and deaths suffered by teens as a result of distracted driving and poor decision making. Learn more at www.impactteendrivers.org.