

# What is the TeenDrive365 Video Challenge?

Learning to drive is one of the coolest times for a teen. But facts have shown it can also be extremely dangerous. The first year after a teen gets their license will be one of the most dangerous years of their life (Source: National Safety Council). Actions such as talking on the phone or just talking to your friends in the car, not wearing a seatbelt, driving at night, texting, eating, adjusting the radio, and just plain inexperience all result in car crashes being the leading cause of teenage death in the United States.

But we believe that you have the power to inspire your fellow teens, maybe better than a teacher or a parent can, because you know what messages will be the most powerful. That's why the TeenDrive365 Video Challenge empowers teens to put that vision on camera and save teen lives.

Approach your video submission as your chance to find a message that would resonate with you and your peers. If your friends—and teens throughout the United States—were going to watch ONE video that made them think twice about making bad decisions behind the wheel, what would that video be?

This is what we're asking YOU to submit.

## Check out the prizes!

- **1st Place Prize**  
**\$15,000 and the opportunity to work with a Discovery Education film crew to transform your video into a TV-ready PSA**
- **2nd Place Prize**  
**\$10,000**
- **3rd Place Prize**  
**\$7,500**
- **People's Choice Prize**  
**\$5,000**
- **4th-10th Place**  
**Each receives \$2,500**
- **Up to 51 State Merit Prizes**  
**Each receives a prize pack including branded items valued at \$300**



## The four regions include:

- **Northeast Region**  
CT, ME, MA, NH, RI, VT, NJ, NY, PA
- **Midwest Region**  
IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD
- **South Region**  
DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX
- **West Region**  
AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA

## It's Simple—Just Follow These Three Steps

1. **OPEN** a user account by registering for the challenge. You can create your video individually or with up to three friends. Once you have registered and your parent has authorized your participation, you will be able to log in and follow the steps to submit your video.
2. **BE CREATIVE!** Create your video with a solution to end distracted driving any way you like, but be sure to include the TeenDrive365 end frame at the very end. You can download this end frame from the Video Challenge homepage.
3. **SUBMIT YOUR VIDEO** as a YouTube link by 8PM ET February 26, 2020. Please make sure that you title your video "TeenDrive365 Video Challenge—[Your title]" and that your video is set for public viewing. Don't forget to review our Entry Video Checklist and the Contest Rules as any failure to comply could mean you could be disqualified—no matter how great your video is!

## Judging

All entries will first be screened to ensure they meet the entry criteria outlined on the TeenDrive365 Video Challenge Checklist. A panel of judges will then score your video based on creativity, content, and presentation.

The top 10 finalists will be added to an online poll for the public to determine the People's Choice Award.

Each State Merit winner will be the highest scoring videos (excluding the 10 finalists) from each US state and DC, which meets a minimum score. See contest rules for more details.

All winners will be announced in Spring 2020.

 **Questions?** Email us at [TeenDrive365@discovery.com](mailto:TeenDrive365@discovery.com).