

February 3, 2025

Dear Schools and Youth Groups:

Youth of Virginia Speak Out About Traffic Safety (YOVASO) is excited to provide schools and community youth groups with a free, educational initiative to help keep youth and teens safe during the timeframe between Memorial Day and Labor Day, known as the '100 Deadliest Days' for young drivers. The **Arrive Alive** Project is sponsored in partnership with the Virginia State Police, Virginia Department of Motor Vehicles, and State Farm, and includes free educational materials, incentive items, and project ideas! Through *Arrive Alive*, YOVASO's goal is to reduce crashes, injuries, and fatalities among young drivers, passengers, pedestrians and bicyclists during the high-risk spring and summer months.

According to preliminary data from the Virginia DMV, speed continues to be a major risk factor in teen driver-related fatal crashes. Additionally, teens, along with many Virginians, still aren't buckling up. *Arrive Alive* is designed to change those behaviors and to encourage youth to buckle up and speak up when/if they feel unsafe in a vehicle. High schools will focus their efforts on the same topics in addition to speed reduction and other risk factors.

The Arrive Alive Project will be available over three months, starting in March and concluding in May; however, many schools will continue promotion throughout the summer to reach youth and teens during summer break. This timeframe gives schools and youth groups the flexibility to plan and complete activities at their own pace. New this year, YOVASO will provide a Project Guide and Toolkit to make participating at any level simpler. There are two options for participating: non-competing and competing. Schools and youth groups that elect to compete for prizes will register for materials and are required to complete the components listed on page 2 of the Project Toolkit. Non-competing schools may register to receive materials and complete activities of their choice without competing in all the components of the competition **All levels of participation are encouraged and even the simplest of activities will help us reach and impact young lives!** When registering, if you are unsure which level of participation is best for your students, you can always notify us during the project to change your selection.

The **Middle School-Age Project Focus** is to educate youth on the importance of seat belt use and making it a habit to always buckle up. Through the middle school project, students will also learn about passenger rights and the importance of speaking up when they feel unsafe in a vehicle. They'll also learn how to be a safe pedestrian and bicyclist, focusing on obeying rules and using protective equipment, such as bicycle helmets and reflective clothing. YOVASO's goal for middle school students is to see them develop positive attitudes and behaviors towards driver and passenger safety prior to the driving years.

The spring component of the project will take place March 3 – May 31, 2025. All schools and youth groups are encouraged to complete the [Registration and Order Form](#) to receive free educational and incentive materials on driver and passenger safety. **To receive materials prior to March 3, register by 5:00pm on February 14, 2025.** Registration will remain open until materials are depleted.

For more details, prize information, and competition guidelines, visit www.yovaso.org/arrive-alive.

With your help, our organizations and Virginia youth can work to create a positive culture for safe teen driving and passenger safety this spring and summer. Have fun!

Best Wishes,
Casey Taylor, YOVASO Program Development Coordinator