



**Jim Butler Auto Group Launches Teen Safe Driving Campaign,
Offers \$10,000 Donation to School with Most Participation**

May 2014

Dear School Administrator,

[Jim Butler Auto Group](#) has launched a campaign encouraging parents and teenagers to sign its Teen Safe Driving Pledge for their chance to win a \$10,000 donation to their high school.

Jim Butler Auto invites parents and teens to visit www.stlsafedriver.com to learn about the dangers of distracted driving, to ask parents to communicate safe driving expectations with their young drivers, to ask kids to commit to safe driving practices, and to take the Teen Safe Driving Pledge. As an incentive for families to start the conversation about safe driving and encourage social media sharing, Jim Butler Auto Group will donate \$10,000 to the high school with the greatest participation between May and September 2014.

Teen drivers today have more distractions than ever that can interfere with their driving. We think it's critically important for teenagers and their parents to have ongoing discussions about safe driving, and our Teen Driving Pledge is a useful tool to help parents set high standards for driving practices. We believe tools like this can ultimately save lives.

With the help of the Jim Butler Teen Driving Contract, teens can better understand vehicle safety and safe driving practices. With carefully laid out rules and consequences, teens will understand safe driving rules and the severe consequences that could follow if they do not abide by these rules.

For more information about the pledge and the contest, schools, students and parents can contact Libby Nolan, Incite St. Louis, at 314/613-7726.

Sincerely,

Brad Sowers
General Manager/Co-Owner
Jim Butler Auto Group