

**Drowsy Driving Prevention Week**  
**Radio PSAs**  
**:60, :30, :15**

**For a 60 second spot:**

Most young people know about the hazards of driving under the influence of alcohol or drugs, but many are unaware of the dangerous effects of sleepiness behind the wheel. Chronic sleepiness puts teens and young adults at high risk of drowsy driving – 55% of all fall-asleep crashes involve drivers aged 25 years and younger. This sobering statistic prompted the National Sleep Foundation to take action and launch Drowsy Driving Prevention Week™, a new public awareness and advocacy campaign designed to educate young drivers, their parents and others about drowsy driving and how to prevent a fall-asleep crash. The second annual Drowsy Driving Prevention Week will take place November 10<sup>th</sup> – 16<sup>th</sup>, following the change back from Daylight Saving Time. The National Sleep Foundation urges young drivers and all Americans – especially those who are sleep-deprived - to take advantage of the time change and get an extra hour of sleep. Always remember to: *Drive Alert...Arrive Alive!* For more information about the National Sleep Foundation's Drowsy Driving Prevention Week and how to prevent it, visit [www.DrowsyDriving.org](http://www.DrowsyDriving.org)

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**For a 30 second spot:**

Most fall-asleep crashes involve drivers aged 25 years and younger, a sobering statistic that prompted the National Sleep Foundation to take action and launch Drowsy Driving Prevention Week™, a new public awareness and advocacy campaign designed to teach young drivers and everyone on the road about the dangers of drowsy driving and how to prevent a fall-asleep crash. The second annual Drowsy Driving Prevention Week will take place November 10<sup>th</sup> – 16<sup>th</sup>. For more information about the National Sleep Foundation's Drowsy Driving Prevention Week, including tips on how to Drive Alert and Arrive Alive, visit [www.DrowsyDriving.org](http://www.DrowsyDriving.org)

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**For a 15 second spot:**

During the week of November 10<sup>th</sup> – 16<sup>th</sup>, the National Sleep Foundation will launch Drowsy Driving Prevention Week™, a public awareness and advocacy campaign about the dangers of drowsy driving. For more information about Drowsy Driving Prevention Week, including tips on how to Drive Alert and Arrive Alive, visit [www.DrowsyDriving.org](http://www.DrowsyDriving.org)