

October 30, 2008

Dear _____,

Located in Northern California, Eureka High School's teen driver safety campaign, "Drive 2 Stay Alive," will focus on distracted and impaired driving. This includes drinking and driving, use of electronics while driving, drowsy driving and other distractions. "Drive 2 Stay Alive" will be a school wide thematic unit during the fall at EHS. All departments will be involved and students from the EHS EAST Lab will run the project. The project will culminate this spring with "Every 15 Minutes"- a drunken driving simulation complete with a mock crash, trial and funeral. Our "Drive 2 Stay Alive" program is one of the top twenty-five schools across the nation which are chosen and sponsored by State Farm to implement teen driver safety.

In order to create a constant reminder about the dangers of impaired driving, we are coordinating a t-shirt design contest for the students at EHS. Our hope is to make 500 shirts available for students and community members with a design that grabs the attention of our campus and city wide community. Unfortunately, our grant does not cover the cost of the production of t-shirts which is approximately \$3500. As of now we have raised about \$1200 from community members. With this in mind, the directors of the project are seeking sponsors to cover the additional cost of this effort. The name and logo of the business or individuals supporting our efforts will be placed on the back of the t-shirts. In addition, sponsors will receive a poster recognizing their support of our efforts to make students think twice before driving distracted.

The "Drive 2 Stay Alive" coordinators will be very pleased in your consideration for contributing to our Project Ignition program by sponsoring our t-shirts! If you choose to become involved in our project your donation will go towards t-shirts which will be distributed to our student peers and community partners.

If you are willing to contribute to our project please send a check to: **EHS EAST Lab 1915 J St. Eureka, CA 95501** and Pay to the order of **Project Ignition "Drive 2 Stay Alive"**. Your donation can be what ever you are able to help us with. We would like to thank you for the time you have taken out of your day to consider helping us on our mission to educate students about impaired and distracted driving!

For more information contact Jennifer Johnson at johnsonj@eurekacityschools.org, Koral Heinzman at koralheinzman@gmail.com or call the EHS EAST Lab at 476-1632.