



## DRIVE FOR LIFE WALK-A-THON

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### FOR IMMEDIATE RELEASE

ATLANTA, August 12, 2008 – **It Won't Happen to Me**, a nonprofit dedicated to reducing the number of teen deaths caused by CAR CRASHES, will host the 2<sup>nd</sup> *Annual Drive For Life Walk-A-Thon* on Saturday, September 20, 2008 at Chastain Park in Atlanta, Georgia. The walk-a-thon goal is to sustain the memories of teens who lost their lives in car crashes and spread awareness for safe driving education offered in the presentations of **It Won't Happen To Me**, which educates teens and parents about improved teen driving habits that can help curtail Car Crashes, the number one killer of teens in the U.S.

“Over 150,000 teens in 8 states have seen the **It Won't Happen To Me** presentation and video, which resonates among silent and stunned viewers, who pay close attention to the words and actions presented on film. This program has a huge impact on many teens and parents,” stated Lauren Winborne, director of **It Won't Happen To Me**.

**More...**

## 2-2-2-2

Last year's walk-a-thon enrolled 250 participants and this year's event is expected double. Registration begins at 8:30 a.m. and the walk commences at 10:00 a.m. Walkers will gather in the Red Parking Lot at Chastain Park and complete the 3 mile walk around Chastain Park.

After the walk participants will enjoy a picnic lunch featuring hamburgers and hot dogs from the grill for a time of fun and fellowship. Registration for walkers is \$25.00. Each walker is challenged to raise \$100.00 in sponsorships. Prizes will be awarded in several categories. All ages are welcome.

“Remembering the teens who died provides a way for the parents and family members to share their loss and gives them a sense of purpose – helping to prevent other teens from making fatal driving mistakes,” claimed Bill Richardson, President of **It Won't Happen to Me**. Family members interested in being included in Memory Lane of lost loved ones should contact Bill Richardson at [bill@itwonthappentome.org](mailto:bill@itwonthappentome.org) or call 770-289-8598 or Lauren Winborne at [winborne8@yahoo.com](mailto:winborne8@yahoo.com). Registration forms are available online at [www.itwonthappentome.org/events.asp](http://www.itwonthappentome.org/events.asp), or call 770-289-8598.

**It Won't Happen to Me** is a 501 (c) (3) nonprofit dedicated to reducing the number of teen deaths caused by CAR CRASHES -- the number one cause of teen fatality in the United States. Bill Richardson, a retired Gwinnett County police officer and Lauren Winborne, a concerned mother of six children have teamed up to develop a dynamic presentation for teens and their families.

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