

BOOK YOUR DATE BEFORE IT'S TOO LATE!

U**NITE**





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**UNITE ARRIVEALIVE
TOUR.ORG**

Phone: 888-436-3394

E-mail: patrick@dwiprevention.org



Photos of Arrive Alive Tour™ setup

Arrive Alive Tour™

Discover why this is
so important!

Check out our
informational booklet
and see why our
simulators are
important for your
campus.



Texting and Driving Statistics

Car crashes are the number one cause of death for everyone in the U.S. ages 5-34, with teens crashing three times more often than any other age group. (CDC, Insurance Institute for Highway Safety)

Texting while driving makes a driver 23x more likely to crash, and is about six times more likely to cause an accident than driving while intoxicated. (NHTSA, VA Tech Transportation Institute)

Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent- at 55 mph- of driving the length of an entire football field, blind. (VTI)

Texting and driving kills 11 teens each day. (IIHS)

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Drunk Driving Statistics

Alcohol-impaired driving fatalities accounted for 31% of the total vehicle traffic fatalities in 2011. (National Highway Traffic Safety Administration)

Car crashes are the leading cause of death for teens, and about a quarter involve an underage drinking driver. (NHTSA)

One in six teens binge drink. Only 1 in 100 parents believes his or her teen binge drinks. (Institute of Medicine)

Every day in America, another 27 people die as a result of drunk driving crashes. On average, one in three people will be involved in a drunk driving crash in their lifetime. (NHTSA)



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What to expect from the Arrive Alive Tour™

1. Press releases sent to all media within 60 miles of event location (at purchaser's discretion).
2. Posters available from arrivealivetour.org to help promote your event.
3. Two highly-trained facilitators will engage and interact with participants.
4. A high-impact video plays for the duration of your program.
5. Each participant receives a mock ticket explaining the ramifications of their simulator experience.
6. A Passenger-Eye View monitor allows anyone standing near the simulator to see what the driver is experiencing.
7. Banners will be set up to maximize event visibility.
8. A pledge station is provided for participants to pledge never to drive while texting or intoxicated.
9. An average of 25-30 participants per hour will get into the "driver's seat" of the simulator.
10. Pre and post-participation surveys on Android tablets provide data on your event.



Unique Features

Media Outreach~ We send out press releases in several stages for your event, and also place calls to newspapers and television stations. We want your school or organization to be on the six o'clock news for a positive reason. We want you to be in the limelight for helping your community.

Surveys~ Our pre and post-event surveys on Android tablets provide a statistical analysis of your event, including graphs to illustrate how educational our program was for the participants. These data results can be used for grant application or continuation, and to provide evidence supporting the effectiveness of the Arrive Alive Tour™.

Mission Statement

UNITE is the nation's top "edutainment" company, committed to bringing a blend of fun and informative programs to locations nationwide. We present events which are designed to heighten awareness of the dangers of drunk driving and distracted driving. Our program uses a high-tech simulator vehicle, impact video, survey tablets, and a number of other resources to educate students and communities about unsafe driving behaviors. The simulator allows participants to experience- in a controlled environment- the potential consequences of distracted driving and driving while intoxicated, so they don't make the same mistakes in their everyday lives.

Our employees are given in-depth training on all our state-of-the-art equipment and technology, and we aim to be the best at what we do. Unlike many other events that may be available, we can impact your entire campus or community with positive messages that will last a lifetime.

We hope you will join our prevention effort to educate students and communities about distracted driving and impaired driving. Together, we can bring about change and truly make a difference.



We look forward to hearing from you. Phone: 888-436-3394