

Note: The following PSA may be used as a guideline when writing your own PSA on prom night safety for distribution in March and April.

PUBLIC SERVICE ANNOUNCEMENT

Prom Night Safety 60-second PSA

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Historically, prom season has been a time filled with celebration, joy and festivities.

Unfortunately, too much drinking, too much driving and too little sleep has made prom night one of the most dangerous nights to be a teenager. The CPCU Society [chapter name] Chapter offers these safety tips:

- Make sure your child has a plan for the evening and that you know about it.
- Discuss the school's prom rules with your child and the consequences for violating them.
- Don't assume your child isn't going to drink — designate a driver or consider alternatives such as a taxi or limousine.
- Encourage seatbelt use — the best accessory!
- Communicate with other parents and school officials about the evening's activities, and any pre- and post-prom events.
- Serve food and nonalcoholic beverages at parties.

Prom night should mark the beginning of young adulthood, not the end of a teenager's life.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property-casualty insurance industry.

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About the CPCU Society

The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at www.cpcusociety.org.