

The logo for Alliance Highway Safety features the word "ALLIANCE" in a bold, black, sans-serif font. The letter "A" is stylized with an orange triangle pointing upwards, and the letter "I" is replaced by an orange triangle pointing downwards. The background of the entire slide is a blurred image of a highway at sunset or sunrise, with warm light and bokeh effects from distant lights.

ALLIANCE

HIGHWAY SAFETY

CHOICES MATTER PROGRAM

A close-up, low-angle shot of the word "SAFETY" painted in large, white, block letters on a dark asphalt surface. The perspective is from a low angle, looking down at the pavement, with the letters receding into the distance. The lighting is dramatic, with strong shadows and highlights on the texture of the asphalt.

SAFETY



WHO IS ALLIANCE HIGHWAY SAFETY?

Alliance started as a sports marketing company doing highway safety campaigns and has evolved into a highway safety company that does sports marketing. Since 2002, Alliance has partnered with 30 State Highway Safety Offices to promote highway safety. The staff of Alliance is experienced in marketing and highway safety messaging.

Alliance has the personnel and the years of experience in marketing, activation and highway safety, to design, activate and report on successful campaigns. As attendees of GHSA and LifeSavers conferences for over 15 years, the Alliance management staff seeks training and advice from experts in the field of highway safety and regularly trains all levels of staff in new highway safety-related laws and issues.

Alliance is a proud member of the Governors Highway Safety Association.

 Alabama	 Alaska	 Arkansas	 Colorado
 Connecticut	 Delaware	 Florida	 Idaho
 Illinois	 Indiana	 Iowa	 Kansas
 Kentucky	 Maine	 Maryland	 Minnesota
 Mississippi	 Missouri	 Nebraska	 New Hampshire
 New Jersey	 New Mexico	 New York	 North Carolina
 Oklahoma	 South Dakota	 Tennessee	 Vermont
 West Virginia	 Wisconsin	 Colorado (MADD)	 Ohio (MADD)

CHOICES MATTER™



CHOICES MATTER



FEATURED SPEAKERS

CHOICES MATTER FEATURED PRESENTERS



Jacy Goode and Steve Johnson Since Jacy's miraculous recovery from the 2008 crash that claimed the lives of both her parents and left her partially paralyzed – a crash caused by a distracted driver – they have worked tirelessly to educate the country and world about the dangers of phone use behind the wheel



Fletcher Cleaves was a scholarship football player whose life took a sudden turn when he was involved in a tragic crash caused by a distracted driver leaving him paralyzed from the chest down. Fletcher has been featured on ESPN sharing his story of the life altering crash and the importance of safe driving overcoming adversity.



Cara Filler has presented to 2 million students in over 2,500 presentation and has the ability to tailor her message to an audience of students or an audience of parents. Alliance has featured Cara Filler in the Delaware Choices Matter High School program for the past two years.



Chris Sandy has been featured by Alliance in the Connecticut and Maine Choices Matter High School program. When Chris was 22 he was driving drunk and speeding when his car crashed into another, killing two people. He spent 8 years in prison and has now dedicated his life to saving lives by demonstrating that choices people make on the road can have a lasting impact on them and those around them.



David Francisco David was featured on American Idol. A distracted driver ran a stop light and crashed into him on his bicycle. David was paralyzed from the waist down and was told he would never walk again. His story of perseverance is delivered with a strong pedestrian and distracted driving message. Alliance has featured David in the Delaware Choices Matter High School program.

FLETCHER CLEAVES



Fletcher Cleaves was involved in a tragic car crash that left him paralyzed from the chest down due to a driver suspected of texting while behind the wheel. This traumatic incident caused him to lose his football scholarship but with faith, perseverance, and a year of intense physical therapy, he re-enrolled in school and graduated from The University of Memphis with a degree in Computer Science. Now as a professional motivational speaker, Fletcher has shared his testimony of overcoming adversity, safe driving, importance of education, and faith-based living with ESPN, College Game-Day, and over 700 high schools, colleges, and businesses. Fletcher is also a world traveler obtaining the nickname “The Wheelchair Nomad”. He travels to many countries living life to the fullest while also bringing awareness to accessibility issues in the travel industry. To many, his crash seemed like the end of a young man’s promising future, but on the contrary, it became the prologue to his destiny.

CHRIS SANDY



Chris Sandy is a motivational speaker and author. He has traveled to over 40 different states and spoken to over a million students, parents, educators, and military service members nationwide. Chris is the author of the book “Enduring Regret: Two Different Stories of Drunk Driving, Two Very Different Prisons”. He was also featured in the Double EMMY Award Winning Television Documentary “Enduring Regret: Chris Sandy’s Living Life After Causing Death”. Chris uses his life journey to connect with people of all ages to spread his awareness message. Chris’ mission is to motivate people to accomplish goals, overcome adversity, and make choices matter!

DAVID FRANCISCO



David Francisco is an accomplished singer/songwriter, musician and spinal cord injury survivor currently living in Los Angeles. His story on American Idol in 2018 gained over 60 million views, and his love story with his wife was also featured on the Ellen Degeneres show. He has written a book and album called "Lionheart", a story of love hope, and forgiveness. Now, he shares his story with thousands of high schoolers around the country and world. David loves to empower students with the knowledge that they can always choose how they respond, and that choice can determine who they become. He even tells his story by performing for students LIVE!

ETHAN FISHER



Ethan Fisher is a keynote speaker who shares his story about his struggles through the art of storytelling. He aims to discuss the importance of the choices and decisions we make in our daily lives. Ethan's story has been featured in various publications, best-selling leadership books, newspaper articles, podcasts, and radio and television shows, including HLN/CNN. His life's mission is to assist others in their journey towards a better life.

CARA FILLER



Cara Filler is DRIVEN to Inspire. She is a compelling traffic safety advocate and author who has shared her moving presentation with more than 2,000,000 students in 5 countries over more than 25 years of delivery assemblies and conference keynotes. Drawing from an immense personal tragedy in her own life, watching her identical twin sister die in a car crash, the day after they turned 18 years old, Cara's heartfelt, inspiring presentation focuses on dealing with peer pressure, reckless driving, avoiding negative risks and making everyday choices count. An expert on teen safe driving, Cara works closely with law enforcement, government agencies, and insurance companies to personally deliver more than 100 school assemblies a year. She is the founder of the Drive to Save Lives Tour- a group of high-impact prevention partners who have banded together to create a positive lasting difference for audiences across North America. Cara's Straight Talk/No Nonsense Traffic Safety presentations encourage action thru "Road Sensibility" to reduce injuries and fatalities. Her programs are relevant, memorable, and potentially life-saving. Cara is originally from Canada but now calls Vancouver WA home.

CHOICES MATTER YOUTH PROGRAM ELEMENTS

SCHOOL PRESENTATIONS
INTERACTIVE DISPLAY
SCHOOL RESOURCES
HIGH SCHOOL ATHLETICS OUTREACH
YOUTH TRAFFIC SAFETY PROJECT
RULE THE ROAD ACTIVITIES

SCHOOL PRESENTATIONS



SCHOOL PRESENTATIONS

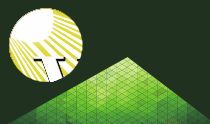


SCHOOL RESOURCES

Champlain Valley Union Football



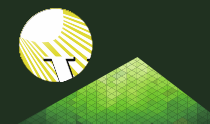
DIVISION I STATE CHAMPIONS



Woodstock Union Field Hockey



DIVISION 2 STATE CHAMPIONS



THE CHOICES YOU MAKE MATTER

13,384 PEOPLE DIED IN DRUNK-DRIVING CRASHES IN 2021.

TEXTING WHILE DRIVING MAKES A CRASH 23 TIMES MORE LIKELY.

CAR CRASHES ARE THE LEADING CAUSE OF DEATH FOR TEENS, WITH 31% OF THOSE CRASHES INVOLVING SPEEDING.

50% OF PASSENGERS KILLED IN 2021 WERE NOT WEARING A SEATBELT.

WEARING YOUR SEATBELT CAN REDUCE YOUR RISK OF FATAL INJURY BY 45% AND A MODERATE TO CRITICAL INJURY BY 50%.

CHOICES MATTER.



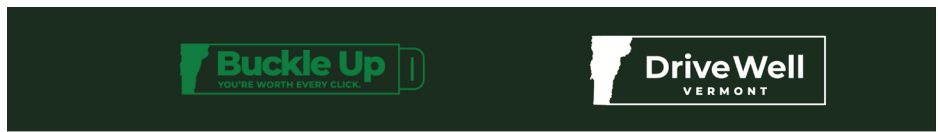
TRAFFIC SAFETY IS A TEAM SPORT



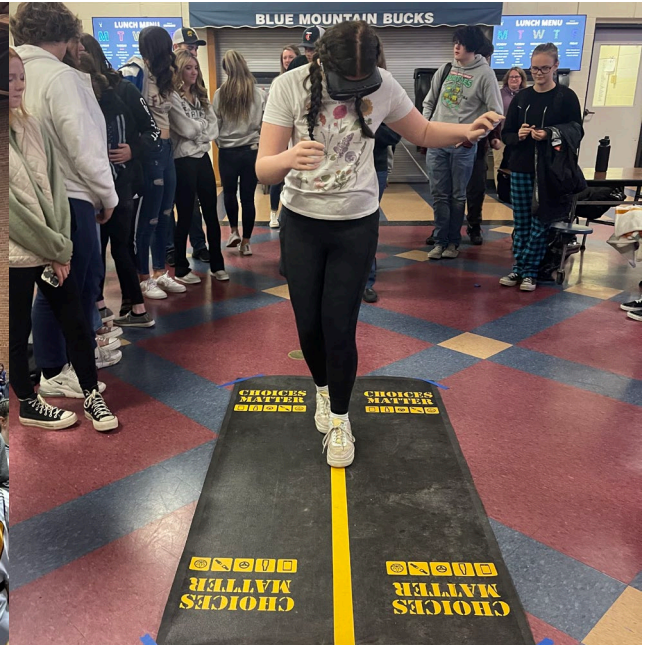
HIGH SCHOOL ATHLETICS



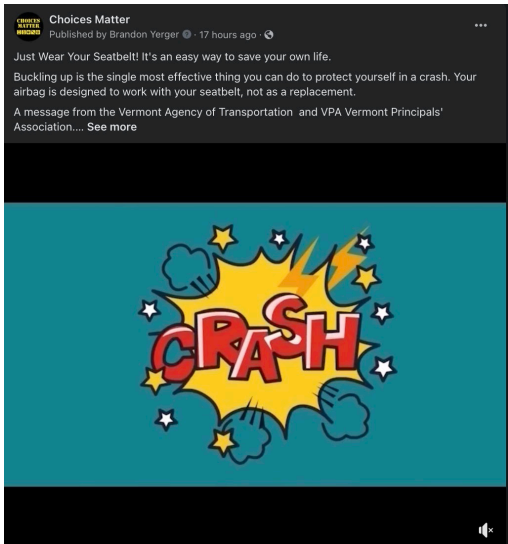
HIGH SCHOOL ATHLETICS



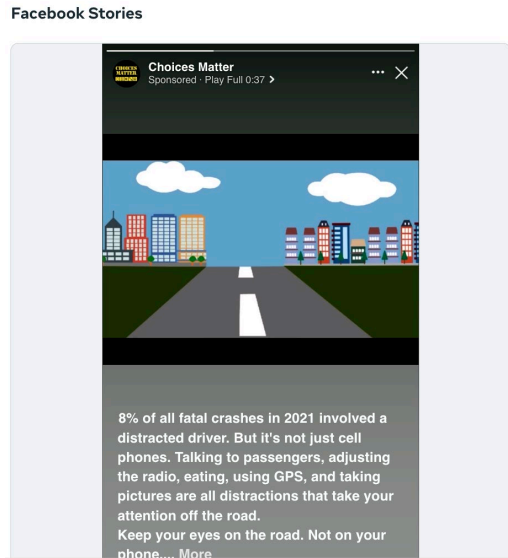
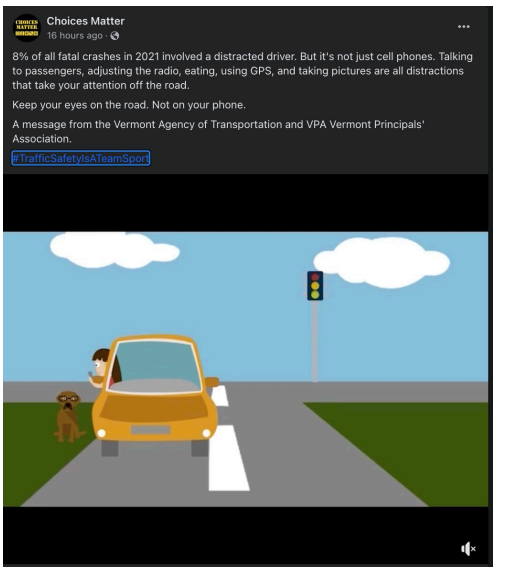
HIGH SCHOOL ATHLETICS



YOUTH TRAFFIC SAFETY PROJECT



**Total FY2023 impressions:
243,899**

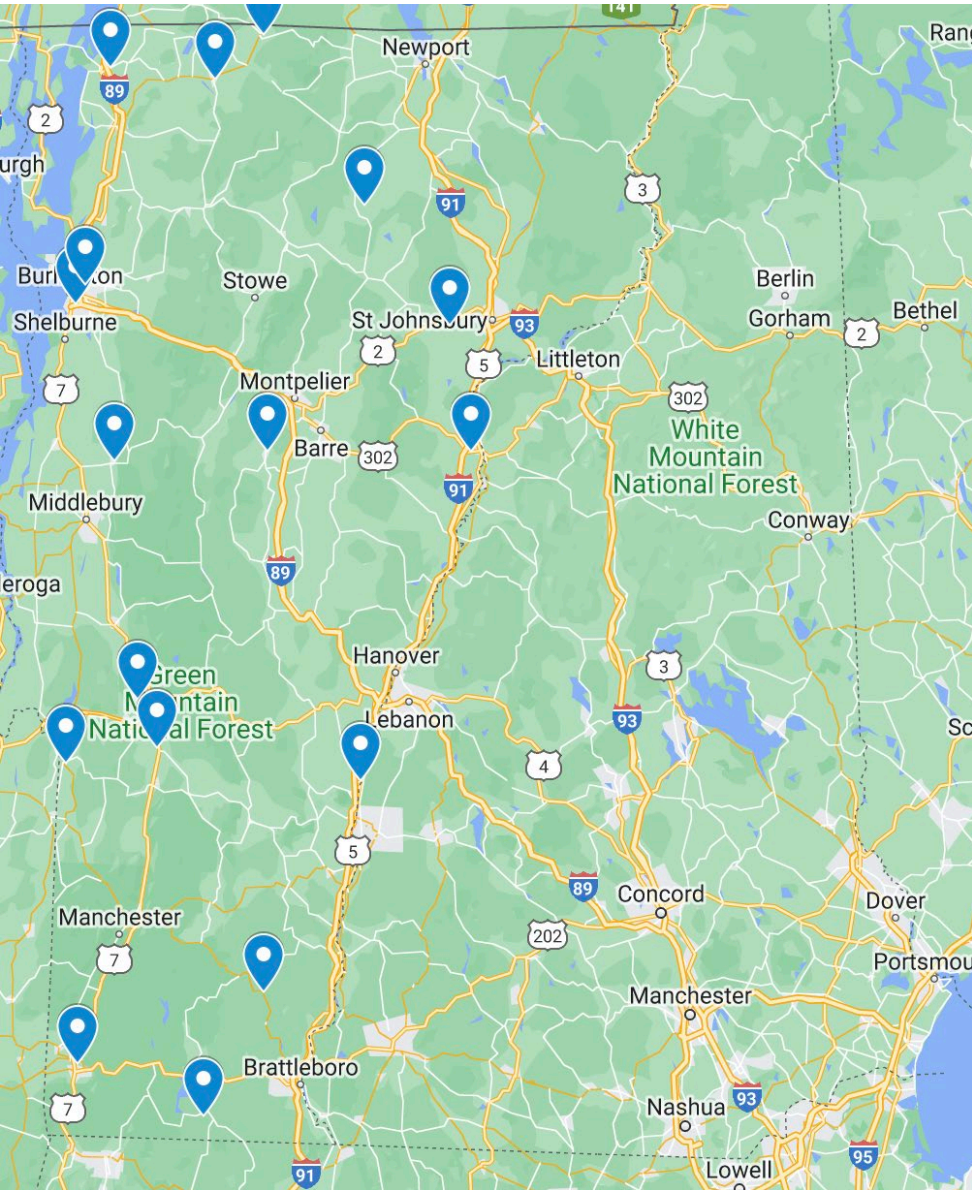




RULE THE ROAD

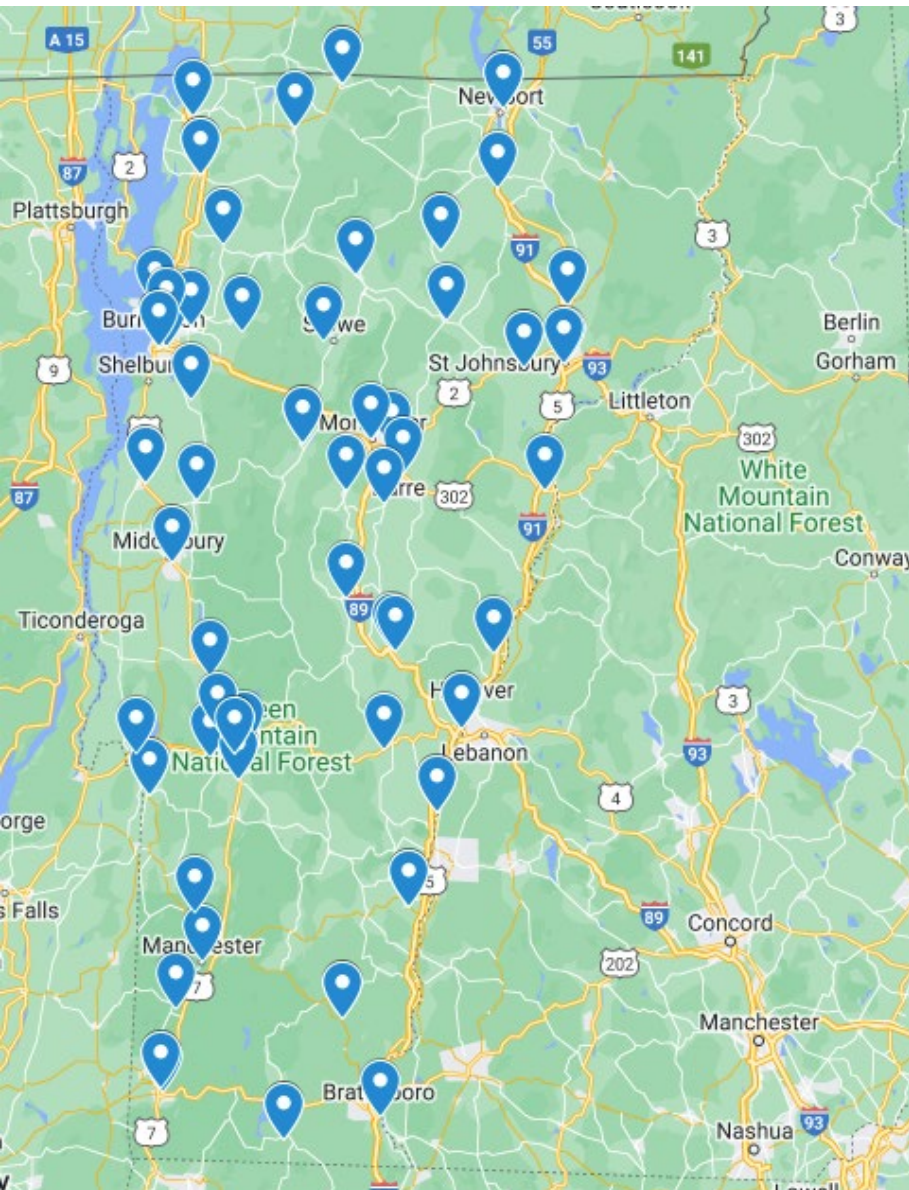


VERMONT CHOICES MATTER PRESENTATIONS



- Bellows Free Academy High School- Fairfax**
- Blue Mountain Union High School**
- Craftsbury Academy**
- Danville School**
- Enosburg Falls High School**
- Grace Christian School**
- Leland and Gray Union Middle and High School**
- Mill River Union High School**
- Missisquoi Valley Union High School**
- Mount Abraham Union High School**
- Northfield Middle/High School**
- Poultney High School**
- Proctor Jr./Sr. High School**
- Rice Memorial High School**
- Richford Jr/Sr. High School**
- The Mill School**
- Twin Valley Middle High School**
- Windsor School**

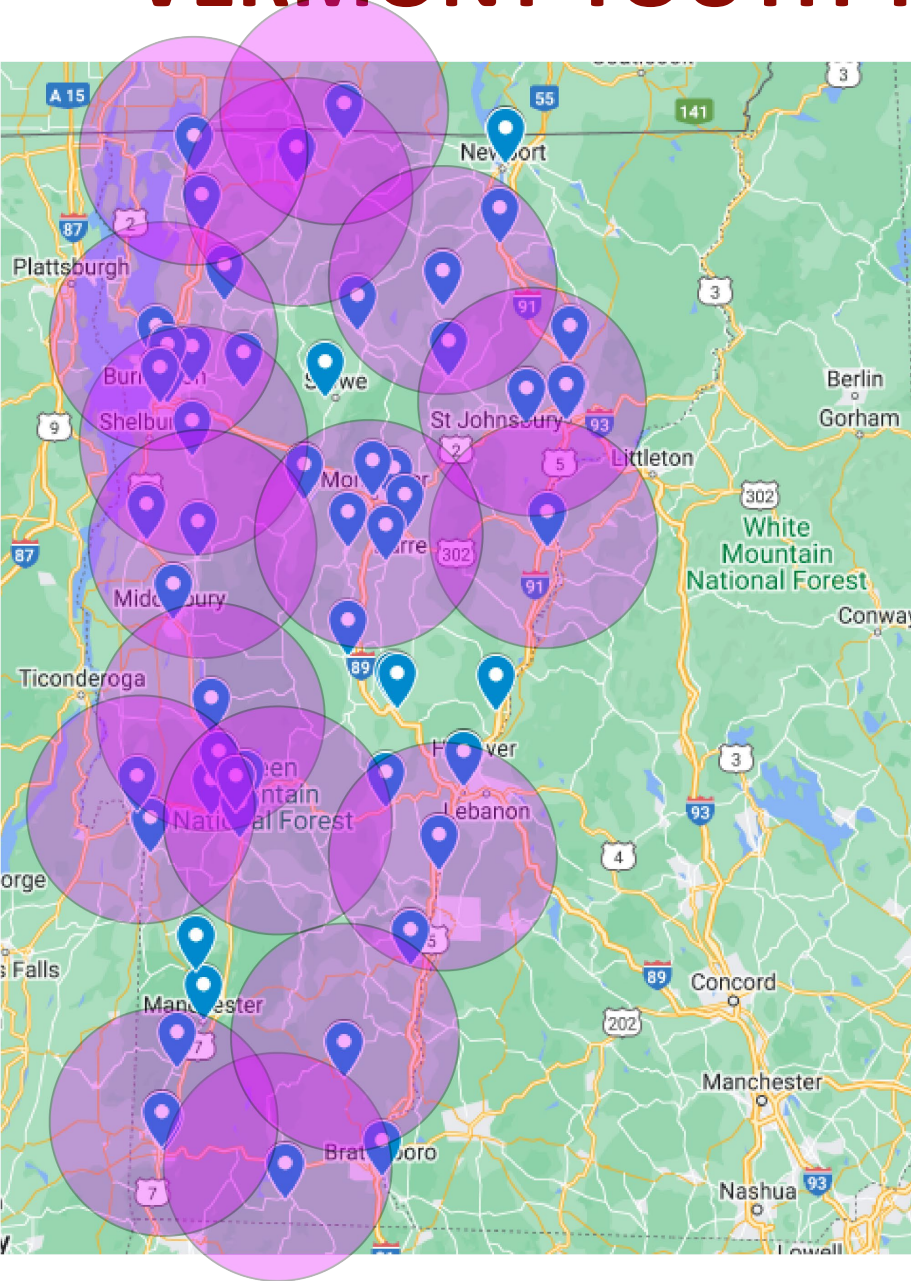
VERMONT HIGH SCHOOL ATHLETICS OUTREACH



Arlington Memorial High School
Bellows Free Academy High School- Fairfax
Bellows Free Academy High School - St. Albans
Blue Mountain Union High School
Brattleboro Union High School
Burr & Burton High School
Champlain Valley High School
Colchester High School
Craftsbury Academy
Danville School
Enosburg Falls High School
Essex High School
Fair Haven High School
Grace Christian School
Hartford High School
Harwood Union High School
Hazen High School
Lake Region High School
Lamoille High School
Leland and Gray Union Middle and High School
Long Trail High School
Lyndon High School
Middlebury High School
Mill River Union High School
Missisquoi Valley Union High School
Mount Abraham Union High School

Mount Anthony
Mount Mansfield
Mount St. Joseph High School
Montpelier High School
North Country High School
Northfield Middle/High School
Otter Valley Union High School
Poultney High School
Proctor Jr./Sr. High School
Randolph High School
Rice Memorial High School
Richford Jr/Sr. High School
Rutland High School
South Burlington High School
Spaulding High School
Springfield High School
St. Johnsbury High School
The Mill School
Thetford Academy
Twin Valley Middle High School
U-32 High School
Vergennes High School
West Rutland High School
White River Union High School
Winooski High School
Williamstown High School
Windsor School
Woodstock High School

VERMONT YOUTH TRAFFIC SAFETY OUTREACH



Arlington Memorial High School
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 Bellows Free Academy High School - St. Albans
 Blue Mountain Union High School
 Brattleboro Union High School
 Burr & Burton High School
 Champlain Valley High School
 Colchester High School
 Craftsbury Academy
 Danville School
 Enosburg Falls High School
 Essex High School
 Fair Haven High School
 Grace Christian School
 Hartford High School
 Harwood Union High School
 Hazen High School
 Lake Region High School
 Lamoille High School
 Leland and Gray Union Middle and High School
 Long Trail High School
 Lyndon High School
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 Richford Jr/Sr. High School
 Rutland High School
 South Burlington High School
 Spaulding High School
 Springfield High School
 St. Johnsbury High School
 The Mill School
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 U-32 High School
 Vergennes High School
 West Rutland High School
 White River Union High School
 Winooski High School
 Williamstown High School
 Windsor School
 Woodstock High School

TIPS FOR EFFECTIVE YOUTH OUTREACH

FIND WAYS TO ENGAGE

FIND INFLUENCERS

FIND CHAMPIONS

MESSAGE IN DIFFERENT MEDIUMS

CONTACT INFORMATION



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ALLIANCE
HIGHWAY SAFETY