

# **Hercules Tires® Supports National Teen Driver Safety Week With #Drivesafe Video Contest**

FINDLAY, Ohio

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) has marked this week, October 21-27, National Teen Driver Safety Week to urge parents and teens to take the essential steps to prevent accidents behind the wheel. Hercules Tires is supporting this effort with the #DriveSafe video contest encouraging teenagers between the ages of 13-17 to create a video thirty (30) seconds or less focusing on the risks teens face behind the wheel, or as a passenger, for a chance to win \$500. Entries will be accepted through November 12th, 2018 via [www.herculestire.com/drivesafe](http://www.herculestire.com/drivesafe).

"We've all been a teen driver and most certainly share the road with them every day and understand while a driver's license can mean access to the open road it also means the potential to encounter dangerous driving situations as an inexperienced driver," said Camilla Jesko, marketing manager for Hercules Tire. "We thought this contest would be a fun way to positively create powerful messages on the subject of teen driving safety by going directly to the source - teen drivers."

The #DriveSafe contest will allow teenagers to pick from several key risk factors including - nighttime/drowsy driving, speeding, distractions, seat belts, impaired driving, pedestrian/bike safety or driving dangerously around large trucks - and create a video that will showcase how to safely and effectively navigate the situation. Teens are encouraged to partner with parents, family and friends to not only create the video message but use the time together to initiate conversations about the rules of staying safe while driving.

Voting on submitted entries will be open to the public November 13-20, 2018 on [herculestire.com/drivesafe](http://herculestire.com/drivesafe). Winners will be determined based on most votes received and announced on November 21st with the 1st place winner receiving \$500 cash, while 2nd and 3rd place will be awarded \$250 and \$100 respectively.

## **About Hercules Tires**

Hercules Tires is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, light truck, medium truck and specialty tires. Since 1952, independent tire dealers and distributors have trusted Hercules to deliver outstanding quality, exceptional support, and unsurpassed value.

Hercules is a wholly owned subsidiary of American Tire Distributors, Inc. American Tire Distributors is one of the largest independent suppliers of tires in the North American replacement tire market. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to approximately 80,000 customers across the U.S. and Canada.

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