



Jesse White

SECRETARY OF STATE

NEWS

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Jesse White Receives Awards For Outstanding Safety Videos

Illinois Secretary of State Jesse White received awards for two videos aimed at new drivers and school bus safety.

White was honored with four bronze Telly Awards for the "Rules of the Road" and "Danger Zone" videos.

The Telly Awards honor outstanding local, regional, and cable TV commercials and programs, film and video productions, and web commercials, videos and films worldwide. Judges evaluate entries to recognize distinction in creative work - entries do not compete against each other - rather entries are judged against a high standard of merit. Less than 10% of entries are chosen as Winners of a Silver Telly, the highest honor. Other outstanding work is awarded a Bronze Telly.

"I'm very proud to receive these awards, but more importantly to be able to use video to help kids learn about safety," White said. "It's another tool aimed at helping to save the lives of our future leaders through a medium that they can relate to."

"Rules of the Road," which was sent to high schools driver's education classes statewide, is a mock reality show that uses information from the Illinois Rules of the Road book to teach teens about safe driving.

A teen host gives information about safe driving, while four other teenagers participate in different tests, where they score or lose points for their positive or negative driving actions.

The next video, "Danger Zone," uses a video game format to teach young students about school bus safety.

The video game characters score points or lose points depending on their right or wrong actions around and on the school bus.

The videos were produced by the Secretary of State's office along with Heroic Age Studios. To request a copy of one of the videos, please call 217-524-1070.

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