



FOR IMMEDIATE RELEASE
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DrivingMBA Co-sponsors First Annual azTeen Film Festival

Scottsdale, AZ -- DrivingMBA is pleased to announce it's playing a supporting role in the first annual azTeen Film Festival. Arizona's teens are invited to create a 30- to 60-second spot with the theme, "Keeping Friends and You Alive When You Drive." Entries will be shown on May 12, 2004, at the Harkins Shea Theatre in Scottsdale, Ariz.

Committed to educating teens and their parents, DrivingMBA is participating in this event to elevate awareness about the importance of driving safety. Over 50 percent of all teenagers are involved in an accident within their first year of being licensed. Teens are also disproportionately involved in more fatal accidents than any other age group, making it the leading cause of death for 15- to 20-year-olds.

DrivingMBA hopes that combining an interesting and exciting event with an informative message will attract participants while influencing them to make wiser choices when behind the wheel.

DrivingMBA is not new to these types of events. It is swiftly building an authoritative presence among teen-oriented non-profit groups. Most recently, DrivingMBA participated in a pilot program called Stay Alive @ 25 with Chaparral High School teacher Roseann Deaks. Known as a "lock-in," the intense, overnight "crash course" is

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intended to educate teens about the hazards they face as inexperienced drivers. Over 25 students participated in the program, which was held in the community center at DC Ranch.

Using a partial version of their Level One simulator, DrivingMBA demonstrated and taught the young drivers how to utilize the Shuffle Steering technique for better vehicle control.

DrivingMBA, a revolutionary experiential driver-tutoring program that utilizes the latest technology, was created by Richard and Maria Wojtczak. Richard has over 30 years in automotive industry information systems and has experience with organizational learning principles. For more than 20 years, Maria designed and facilitated organization change programs, including training and coaching high-profile executives in change management.

Richard and Maria's expertise come together in DrivingMBA to pioneer contemporary driver education, which is swiftly and dramatically improving the driving abilities of Arizona's teens and adults.

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1st Annual azTeens Film Festival
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