



Nearly \$25,000 in Scholarships Awarded to High School Students in Courageous Persuaders Video Competition

Students honored for creating videos that raise awareness on dangers of underage drinking, drinking and driving and texting while driving

TROY, Mich., April 22, 2020 – The Detroit Auto Dealers Association (DADA) awarded nearly \$25,000 in scholarships and awards to courageous high school students who took a stand to raise awareness amongst their peers on the dangers of underage drinking, drinking and driving and texting while driving.

The DADA is the primary sponsor and administrator of the Courageous Persuaders program, which is facilitated through the DADA Education Foundation. "Courageous Persuaders provides a platform for bright young minds to take a stand against everyday pressures and convey thought-provoking messages to their peers," said Rod Alberts, DADA Executive Director.

Now in its 20th year, Courageous Persuaders is a peer-to-peer competition where high school students create 30-second television commercials warning middle school students about the dangers of underage drinking, drinking and driving and texting while driving. The contest drew 710 entries from 218 high schools, and has involved nearly one thousand students from 38 states across the U.S. and from Ontario. Over 600 middle school students viewed and evaluated the videos as part of the judging process. Courageous Persuaders continues to grow in scope and reach each year as it connects with more students and partners across the nation.

"Courageous Persuaders would not be possible if it were not for the gracious support from our large partner companies," added Alberts. "Underage drinking, drinking and driving, and distracted driving are national problems and having a longstanding partnership with State Farm has allowed us to expand our national reach and ultimately positively impact more lives."

Student scholarships and award winners:

- **Grand Prize, \$3,000** – "Underage Drinking" by Emily Penrose, Lake Orion High School, Lake Orion, MI
- **State Farm Fan Favorite Award, \$2,500 (winning school)** – El Dorado High School, Placentia, CA and **State Farm Fan Favorite Award, \$1,000 (winning student)** – "Sober Girl" by Sowmya Rajesh, Joslynne VanGinkel and Jordyn Sievers
- **DADA Award, \$2,000, Dangers of Texting While Driving** – "Easy Magic Trick to Fool Your Friends!" by J.T. Simms, Henry Ford II High School, Sterling Heights, MI
- **DADA Award, \$2,000, Dangers of Underage Drinking** – "Play Dead" by Ryan Jacobin, Santa Margarita Catholic High School, Rancho Santa Margarita, CA
- **Adcraft Detroit Award, \$2,000** – presented to the commercial that conveyed factual information about the dangers of alcohol use in the most persuasive and creative manner – "One Drink Changes Everything" by Julia Wilkins, Bianca Kajy and Alice Plummer, Frederick V. Pankow Center, Clinton Twp., MI
- **First Place Award, \$2,000, Dangers of Underage Drinking** – "Be a Hero" by Gannon Scheer, Oakland Schools Technical Campus Southwest, Wixom, MI
- **Detroit Auto Dealers Association Executive Award, \$2,000** – "Be the Light" by Ashleigh Landry, Lake Shore High School, St. Clair Shores, MI
- **Friends of Lindsey Renee Cianciolo Memorial Fund, \$1,500** – "Don't Start" by Sophia DiPiazza, Careerline Tech Center, Holland, MI
- **Lindsey Renee Cianciolo Family Memorial Fund, \$1,500** – "You Know the Outcome" by Taylor Bays and Duncan MacEwen, Vicksburg High School, Vicksburg, MI
- **State Farm Award, \$1,000** – chosen based on the commercial's effectiveness on the dangers and consequences of underage drinking and automobile usage – "Don't Let Death Come For You" by Ethan Langton, Lenawee ISD TECH Center, Adrian, MI
- **Teen Street Skills Award, \$1,000** – "Game Over" by Seth Packan and Regan Skinner, Romeo High School, Washington, MI
- **Second Place, \$1,000, Dangers of Underage Drinking** – "The Final Decision" by Nathan Conkel and Kaleb McClain, Careerline Tech Center, Holland, MI
- **Courageous Persuaders Award, \$1,000** – "Egg-nore the Text" by Jillian Barrett, Saint Peter Marian Jr./Sr. High School, Worcester, MA
- **Third Place, \$500, Dangers of Underage Drinking** – "Who is Really in Control?" by Clayton Willis and Bryce Darrin, Oxford High School, Oxford, MI
- **College for Creative Studies Award, \$250** – "Not Your Friend" by Kylie Conroy, Careerline Tech Center, Holland, MI

The Courageous Persuaders program was created in 2000 by the late Oakland County District Judge Michael A. Martone and John Barczyk, a local McCann-Erickson advertising executive (retired). In 2007, the DADA became the primary sponsor and administrator of the Courageous Persuaders program through its DADA Education Foundation.

To view all 2020 Courageous Persuaders winning videos, please visit www.courageouspersuaders.com/winners/.

About the DADA Education Foundation

The mission of the DADA Education Foundation is to promote excellence in education through quality programs and leadership. In addition to the Courageous Persuaders program, the Foundation also administers Automotive Education Day at the North American International Auto Show (NAIAS), and the NAIAS Poster Contest.

About Detroit Auto Dealers Association (DADA)

The mission of the DADA is to support its membership through legislative and industry representation, educational programs and communications, and community relations activities.

Founded in 1907 by a group of five Detroit-area auto dealers after they hosted the very first Detroit Auto Show in the same year, today, the DADA membership includes 190 new-vehicle dealers who own 226 dealerships-selling 42 different vehicle lines in 66 cities throughout the greater Detroit area. The dealers are affiliated with the DADA through one or more of 12 vehicle line groups, or through individual membership.

One of the chief goals of the association is to promote the integral role that the motor vehicle plays in the economy of our nation and the world. Many of the members of the Detroit Auto Dealers Association participate in the NAIAS, LLC, which is responsible for the production of the North American International Auto Show (NAIAS).

The DADA members support their communities through charitable involvement. The most significant charitable venture of the DADA is the annual NAIAS Charity Preview. Since 1976, the Charity Preview has raised over \$121 million for southeastern Michigan children's charities – over \$41 million of which was raised in the last 10 years alone. In 1998, the DADA founded the DADA Charitable Foundation Fund, one of the benefiting charities of the NAIAS Charity Preview, to support charitable organizations and activities that assist children and youth.

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