

Students will get to experience the effects of distracted driving

SafeWay Driving Centers - Teaming Up To Save Lives

<http://www.safewaydriving.com>

DALLAS – April 5, 2011 – H. Grady Spruce High School Students will get to experience the effects of distracted driving, and the consequences, in a controlled environment using a NASCAR simulator that puts the students in the driver's seat. Service King Collision Repair Centers, a long time supporter of the school, Nationwide Insurance and NASCAR driver, Brad Coleman have teamed up to help educate students on the seat positioning where students will be provided with a cell phone during the session to see how they handle the car, along with the incoming texts.

Data from the National Highway Traffic Safety Administration (NHTSA) show the proportion of fatalities associated with distracted driving is on the rise, linked with 10 percent of traffic deaths in 2005 and 16 percent in 2009. This deadly trend is mirrored in Texas, where 100,000 distracted driving accidents were reported in 2009, resulting in 408 fatalities.

Service King President, Cathy Bonner, "We see the effects of distracted driving in our shops every day. This is business we don't want. We want to help improve the safety of our roads and neighborhoods that we live in and serve."

With the recent discussions about completely shutting down Spruce High School, due to low TAKS scores, Service King Owner, Eddie Lennox, who was a Spruce graduate in 1971, felt the need to do something to help the school continue. His plan started by creating a committee who would be responsible for finding a way to keep Spruce High School and its Auto Body Class open. That committee decided what would be necessary to keep the program running. They concluded that some of the necessities included tools, equipment, funding, and scholarships for those who will choose to attend college.

Human Resources Director, Mario Malacara works closely with the school to provide these kinds of educational opportunities. "Over the years Service King has had many success stories about teammates who started in entry level positions and have worked hard to become master technicians or Location Managers." "That's a message that we want to get through to the students. That this career path can be a very lucrative one." says Malacara.

Service King Collision Repair Centers was founded 33 years ago by Owner and CEO, Eddie Lennox with one location in Dallas, Texas. Now with 23 Dallas-Fort Worth locations, 9 Houston locations and 8 locations in San Antonio, Service King is the largest independently-owned and operated collision center business in the United States. Service King is a full service collision repair facility, specializing in customer service and quality repairs using leading edge technology. Operating hours are Monday through Friday 7:00 a.m. to 6:00 p.m. and Saturday from 9:00 a.m. to 1:00 p.m.