

**Attention: Youth, philanthropic, leisure, and automotive reporters.**



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**NEWS FOR IMMEDIATE RELEASE**

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## **State Farm has No Regrets in strengthening partnership with SMARTRISK**

**\$235,000 sponsorship of *No Regrets* program designed to help youth prevent injury and save lives**

**Aurora, Ontario. July 13, 2011** – More than 700 youth die each year in Canada from injury; the leading cause is motor vehicle collisions. It's with this in mind that State Farm has solidified its partnership with SMARTRISK ([www.smartrisk.ca](http://www.smartrisk.ca)) with a \$235,000 sponsorship package.

North America's largest mutual insurer is the sponsor of the SMARTRISK No Regrets website ([www.smartrisknoregrets.ca](http://www.smartrisknoregrets.ca)) and the new national presenting sponsor of the SMARTRISK No Regrets Live video presentation ([www.smartrisknoregrets.ca/index.php/live](http://www.smartrisknoregrets.ca/index.php/live)).

SMARTRISK No Regrets is a national high school peer education program designed to help students learn how to prevent injury and take smart risks. SMARTRISK No Regrets Live is a one-hour presentation that combines fast-paced video clips of young people taking risks with a live presentation by an injury survivor who speaks candidly about how the injury has affected his or her life.

SMARTRISK promotes five key safety messages to remind young people how to manage the risks that can lead to injury or death.

- Buckle Up
- Look First
- Wear the Gear
- Get Trained
- Drive Sober

“State Farm has a proud history of supporting programs that keep our roads, children, and communities safe.” Says Barbara Bellissimo, Senior Vice President and Chief Agent of State Farm Canada. “We’ve been partnering with SMARTRISK for 2 years and wanted to continue to build on our relationship. The No Regrets program is an excellent example of reaching youth on their terms. It provides real world examples of how they can stay safe, prevent injury, and avoid tragic consequences.”

“SMARTRISK is thrilled that State Farm is increasing its investment in helping young people learn to take smart risks,” says Dr. Philip Groff, President and CEO of SMARTRISK. “We will be able to expand our successful No Regrets Live touring show and develop a parent strategy for the first time. State Farm is truly helping us to make a difference in the lives of young Canadians and all those who love them.”

## **About State Farm**

State Farm® has been serving Canadians since 1938. It is the fourth largest auto insurer, and seventh largest property and casualty insurer in Canada. State Farm has over 540 Canadian agents and 1300 employees that provide insurance and financial services, including mutual funds, life insurance, vehicle loans, critical illness, disability, home and auto insurance to our customers in Ontario, Alberta and New Brunswick. For more information, please visit [www.statefarm.ca](http://www.statefarm.ca)®, join us on Facebook [www.facebook.com/statefarmcanada](https://www.facebook.com/statefarmcanada), follow us on Twitter [www.twitter.com/statefarm](https://www.twitter.com/statefarm), or see us on YouTube [www.youtube.com/statefarm](https://www.youtube.com/statefarm).

## **About SMARTRISK**

SMARTRISK is a national charity dedicated to preventing injuries and saving lives, by helping Canadians to see and manage the risks in their lives. Founded in 1992, our main focus is youth, the age group at peak risk for injury. Our mission is to empower youth through education, programming and policy change to recognize and manage their risks of injury in the smartest ways possible. For more information, please visit [www.smartrisk.ca](http://www.smartrisk.ca) or [www.smartrisknoregrets.ca](http://www.smartrisknoregrets.ca) or join us on Facebook at [www.facebook.com/smartrisknoregrets](https://www.facebook.com/smartrisknoregrets).