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CRASH! The Science of Collisions

Despite the hard work of beer distributors, teachers, parents, law enforcement and others, in 2005, automobile collisions were the leading cause of death for teens.

A new program called *CRASH! The Science of Collisions* has been developed to make new drivers safer drivers by teaching them subjects they would already be learning – physical science, physics, math – using real world car crash examples. Developed by John Kwasnoski, a leading automobile collision reconstructionist and professor of forensic physics, *CRASH! The Science of Collisions* is a comprehensive

solution to two challenges facing teenagers today: developing safer driving habits and acquiring math and science skills.

CRASH! The Science of Collisions includes a collection of classroom activities that teaches students physics and mathematics through the classroom reconstruction of automobile collisions. The program received high praise from educators at this year's National Science Teachers Convention.

According to Kwasnoski, "When students understand that the laws of motion simply won't allow their vehicle to stay on the road when they try to take that corner at 70 miles per hour, they

become better drivers because they know they can't beat the science."

Numerous educators across the country have expressed interest in the *CRASH!* Program, but do not have the additional funds to purchase it. If you are interested in sponsoring the *CRASH!* program at a school in your community, please contact *CRASH!* Program Managing Director Barry Hilton at 800-969-8693, ext. 20, or e-mail BarryH@towerpub.com. For more information about the program, please visit www.towerpub.com/AboutCrash. 🍷

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Former New York City Mayor Rudy Giuliani to speak at NBWA's 69th Annual Convention. Details and registration form inside...