

COMMUNITY SERVICE AWARD

The Community Service Award is presented to companies for outstanding service to their communities.



NEW JERSEY MANUFACTURERS
INSURANCE COMPANY

President & CEO: **Bernie Flynn**
Location: **West Trenton**
Founded: **1913**
Full-time NJ Employees: **2,500**
Business: **Insurance**

Studies show that driver simulation programs reduce accidents involving teenage drivers. For several years, New Jersey Manufacturers Insurance Company (NJM) has been donating two driving simulators a year to New Jersey high schools as the grand prize in a contest to see which school could come up with the best teen safe-driving project.

In 2013, however, the company surprised all 55 schools that entered by providing a driving simulator to each one of them.

The surprise donation was part of the company's 100th Anniversary Celebration (NJM was founded in 1913), but NJM has been actively promoting teen driving safety since 2011, when the company signed on as founding sponsor of the Brian Injury Alliance of New Jersey's Champion Schools Program.

NJM staff assists in the outreach and recruitment of schools for the "U Got Brains" competition and are an integral part of the program every step of the way. When the simulators were delivered, NJM staff set them up and showed school personnel how they worked.

As part of its centennial celebration, NJM developed a Teen Driver Safety program and hired a retired state trooper to educate teens about safe driving, the dangers of distracted and impaired driving and New Jersey's laws. More than 15,000 students in nearly 100 New Jersey schools have benefited from these presentations.

The company also launched its Don't Text and Drive campaign, urging people to pledge not to send text messages while behind the wheel. As an incentive, NJM pledged to donate \$1 to charity for every pledge it received. The company ultimately donated \$50,000 to the Make-A-Wish Foundation, Special Olympics New Jersey, the Community Food Bank of NJ, Autism New Jersey and the National Multiple Sclerosis Society—New Jersey Metro Chapter.