



Michigan Farm Bureau presents
Arrive Alive Tour® at:
Forest Area High School

Featuring virtual reality impaired driving and texting simulator

All media outlets are encouraged to attend



The Arrive Alive Tour® sponsored by the Feike Agency will visit:

Forest Area High School

7661 Shippy Rd. SW

Fife Lake, MI 49633

October 4, 2024

9:00 AM - 3:00 PM EST

UNITE's Arrive Alive Tour® is the nation's number-one ranked drunk and distracted driving awareness event, as well as the first-and-only marijuana driving simulator in the country. The Arrive Alive Tour uses a high-tech, state-of-the-art simulator that allows participants to drive while distracted, drunk, or drugged in a fully functioning vehicle without moving or being intoxicated. The simulator allows participants to experience the real-life dangers without the real-life consequences.

In Michigan, teen drivers make up 6.7% of the driving population but are involved in 18.1% of all distracted-driving crashes. The fatal crash rate for teens is 3 times greater than for drivers age 20 and over, and driver distraction is responsible for a significant portion of these accidents. Young drivers (ages 16-20) are 17x more likely to be involved in a fatal crash when they have a BAC of .08% than when they have not been drinking.

The Feike Agency of Michigan Farm Bureau Insurance is committed to reversing these trends by educating teen drivers on the dangers of impaired and distracted driving. The Arrive Alive team's mission is to promote safe driving habits that will last a lifetime. UNITE's Arrive Alive Tour, sponsored by Feike Agency of Michigan Farm Bureau Insurance, is bringing this life-changing event to students.

If you have any questions or for more information, please call Nick Pitts at 888.436.3394.