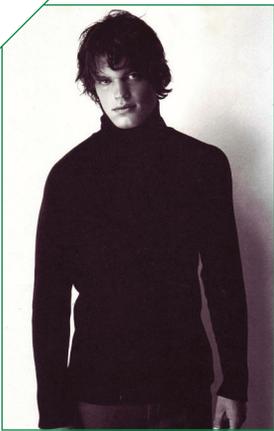


## SUCCESS

Since September 2010, more than 48,000 unique visitors have viewed the story of drunk driving victim Jacqui Saburido on [facesofdrunkdriving.com](http://facesofdrunkdriving.com). Site visitors spend an average of more than six minutes per visit exploring what happened to Jacqui as well as Reggie Stephey, the drunk driver who caused the crash.



## SEAN'S STORY

New for 2012, the refreshed website includes the story of former college student and model Sean Carter. Sean was a passenger in a truck driven by a drunk driver, and he suffered a traumatic brain injury when the truck crashed.



### The crash resulted in permanent losses for all involved:

- Sean's traumatic brain injury robbed him of his ability to walk or talk. He now uses a wheelchair and he communicates through a computer.
- Sean's mother, Jenny, immediately quit her job to care for Sean. The 24/7 caregiving of her adult son continues to this day, seven years later.
- Sean will never be the same—but he is improving with each day. Sean and Jenny celebrate every time he shatters a physical or speech therapy recovery goal.
- A computer is now Sean's voice. With his mother's help, Sean uses it to deliver advice and messages of hope surrounding the dangers of drinking and driving.
- Before the crash, Ryan McDaniel was a college athlete on a football scholarship. Ryan's choice to drink and drive led to a felony conviction for intoxication assault. After violating his probation, he spent 26 months in prison and county jails.

## A SITE TO LIKE

The new *Faces of Drunk Driving* website has been designed as a digital scrapbook, allowing different aspects of Sean's and Jacqui's stories to be explored according to visitor preference. These elements include photos, articles, audio clips, and videos. Its compelling content and social media integration work together to connect their stories with thousands of online visitors.