



SHEA-LYNN'S
BUTTERFLY EFFECT



St. Albert, AB

www.slbutterflyeffect.org

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“Teens have the **lowest rate of seat belt use** of any age group.”

Source: CDC

OUR SOLUTION

Our **iPledge program** is here to change that. We educate and inspire young drivers and passengers to buckle up and protect themselves every time—because seat belts save lives.



SAVING LIVES ONE SEAT BELT AT A TIME

Created after losing our 16-year-old daughter in a crash—she wasn't buckled up. **Accidents happen, but every seat belt fastened is a potential life saved.**

COMMUNITY FEEDBACK

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I like that, for once, it feels like we're actually being prepared and given the information. It helped me understand that I'm allowed to take my time with my driving until I am truly ready. ~ Student



Brenda McGaw's presentation to our grade 9's was very moving and powerful. Her personal experience not only resonated with the students in front of her, but her life changing message carried on long after the presentation was over. New drivers need to be aware of the inherent risks involved when operating a motor vehicle because one small lapse in judgment can lead to a forever changing event for many lives. Brenda's message is a valuable lesson of responsibility for every youth new to driving.

~ Derek Herman, Principal of Lorne Akins Junior High, St. Albert, AB



The presentation 100% changed the way I think about seat belts.

~ Hudson, Student



It made me more aware of the dangers of all roads and how wearing a seat belt can help prevent the deaths of both the driver and the passengers. *~ Student*



When we ask every student what the most important takeaway is following the presentation, the response is always, "Wear your seat belt". Brenda's message comes across loud and clear...from the heart and soul.

~ Melanie Bilan, Sturgeon Driver Training Instructor, St. Albert, AB



THE DETAILS



A powerful 45-min presentation that combines a raw, personal story with life-saving facts.



Aligns with the Alberta curriculum by encouraging safety and responsibility.



Available for classroom or assembly-style settings.



The school receives a keeper poster or banner for students to sign, pledging their commitment to ALWAYS buckle up and drive safely.



Elevate your student's safety: Email us today!



EMAIL TO BOOK A PRESENTATION

info@slbutterflyeffect.org