

**For Immediate Release**  
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## **MORSE Code College Scholarship Contest Offers DPS Students Up to \$25,000 in Scholarship Awards**

*Make Our Roads Safe Everywhere*

(Southfield, MI – October 27, 2011) ... Detroit Public School (DPS) students (2012 & 2013 graduating classes) have a **chance to earn \$2,000-\$5,000 in college scholarships** by entering the MORSE Code (**M**ake **O**ur **R**oads **S**afe **E**verywhere) College Scholarship Contest.

The contest was announced at a **press conference Thursday, October 27, 2011** in the **Media Center at Martin Luther King Jr. Senior High School- 3200 E. Lafayette** in **Detroit**. School Principal Dr. Deborah Jenkins, DPS Emergency Manager Roy Roberts, DPS Foundation President and CEO Chacona Johnson and contest underwriter Michael Morse of Michael Morse, P.C. outlined the contest and answered questions. Students from Martin Luther King Jr. Senior High School demonstrated the dangers of distracted driving on a simulator provided by State Farm after the press conference.

The MORSE Code College Scholarship Contest challenges DPS 11<sup>th</sup> and 12<sup>th</sup> grade **students to create an audio, video, graphic or essay message on the dangers of distracted driving**, especially cell phone use while operating a vehicle. Application and contest details are available at [www.morsecodecontest.com](http://www.morsecodecontest.com).

Scholarship funds are for tuition and/or books for students enrolled full-time at an accredited community college or university. Application and submissions must be postmarked or emailed to [entries@morsecodecontest.com](mailto:entries@morsecodecontest.com) no later than **January 31, 2012**. Winners will be announced and notified April 2, 2012.

“We are very grateful to the Michael Morse Law Firm for establishing this unique scholarship for DPS juniors and seniors,” said Chacona W. Johnson, President & CEO, Detroit Public Schools Foundation. “The Detroit Public Schools Foundation is pleased to partner with Michael Morse to encourage safe driving while supporting future educational opportunities for DPS students.”

Up to 300 word essays, 60-second audio or video messages, or graphic pictures will be judged on the strength of their message first and foremost. Morse hopes this contest will provide students a reason to explore the growing issue of distracted driving and develop usable strategies they and their friends can follow to end the problem.

“Too often, I hear stories of people whose lives have been tragically impacted by distracted drivers. Talking on a cell phone or texting while driving is a dangerous combination,” said attorney Michael Morse. “Teens have the ability to use their creativity and voice to make a

change, and this contest is a great way to share an important message while helping DPS students further their education.”

**Media Contact Only**

For more information or to arrange an interview, please contact C&B Scene at 248.336.8360 or [scene@candbscene.com](mailto:scene@candbscene.com).