



FOR IMMEDIATE RELEASE

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**LA County Launches Youth-Driven PSA
to Combat Deadly Street Racing and Street Takeovers:
"It's Just Not Worth It"**

LOS ANGELES, CA — The Los Angeles County Department of Youth Development (DYD), in collaboration with Street Racing Kills (SRK) and several County partner agencies, today announced the launch of a powerful new public service announcement (PSA) aimed at curbing the rise of illegal street racing and takeovers.

"Taking a youth-centric approach has helped us to be more effective in our prevention efforts," said David J. Carroll, Director of the LA County Department of Youth Development. "By listening directly to youth, we learned the most impactful message was the long-term pain of survivor's guilt and the reality of facing the justice system – beyond the danger of the crash itself. This story belongs to our community, and it's told in a way that youth told us would hit home."

The video centers on the harrowing true story of a young Los Angeles resident whose life was shattered after a racing crash claimed the lives of his three closest friends. Following the tragedy, the survivor faced criminal prosecution and now uses his experience to warn others. The central theme, "Street Racing Kills—It's

Just Not Worth It," reflects the devastating legal and emotional aftermath of a single split-second decision.

The PSA was developed through a co-creation process involving feedback from young people in Heart of Youth Justice Reimagined programs across LA County. Their insights ensured the messaging avoided clichés and instead focused on the authentic consequences that resonate with their peers.

“After losing my daughter Valentina to street racing, I made a promise that I would do everything I could to prevent another family from going through this pain,” added Lili Trujillo Puckett, the founder and Executive Director of Street Racing Kills. “Young people told us they wanted honesty, and that’s what this PSA delivers. In a matter of seconds, lives can be lost, futures can change, and families can be shattered. It’s just not worth it.”

The release comes as the LA County Street Takeover Reduction Workgroup—formed by the Board of Supervisors in 2024—continues to report success in multi-agency coordination. Since its inception, the workgroup has integrated enforcement, engineering, and education to drastically reduce the footprint of illegal exhibitions in high-risk areas.

The campaign will be rolled out across YouTube, Instagram, and Facebook, supported by a coalition of partners including the California Highway Patrol (CHP), the LA County District Attorney’s Office, the Department of Public Works, and the Sheriff’s Department.

Youth who feel pressured to participate in street racing or takeovers are encouraged to find support and alternative paths by visiting [StreetRacingKills.org](https://www.streetracingkills.org).

View the video at bit.ly/DYDSRKPSA or click on the graphic below:

los angeles county
department of
**Youth
Development**



STREET RACING KILLS

IT'S JUST NOT WORTH IT

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