[DATE]

***TEMPLATE: Launch Letter from Senior Management (NO Cell Phone Policy in Place)***

Dear Team Member:

Whether you consider yourself a good or maybe even a great driver, there is a difference between what we SHOULD do behind the wheel of a vehicle and what we ACTUALLY do.

Many of the people killed in traffic crashes last year were someone’s employee. Furthermore, they were moms, dads, daughters and sons, grandparents, aunts and uncles, best friends and colleagues. They were people just like you.

That is why we are participating in Drive Safely Work Week™ (DSWW), focusing on a theme of Distracted Driving.

It is [my/our] hope you will be inspired to make some decisions that will set you on the path to driving more safely. Ultimately, **Your Decisions Drive Your Safety.**

Wishing you safe travels always,

[MANAGEMENT SIGNATURE]