**2019 U DRIVE. U TEXT. U PAY. CAMPAIGN**

**SAMPLE POST-NEWS RELEASE**

**ENFORCEMENT VERSION**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail Address]**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.**

**Law Enforcement asks all drivers to do their part during**

**National Distracted Driving Awareness Month.**

**[City, State]—**It’s no secret that distracted driving is a major danger on our nation’s roads. Today, it is almost impossible to go through the day without seeing a distracted driver behind the wheel of a vehicle. To help crack down on this dangerous—and often, illegal—habit, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) teamed up with **[State/Local Law Enforcement Organization]** April 11 to April 15, 2019, for the national *U Drive. U Text. U Pay.* high-visibility enforcement effort. **[Local]** law enforcement issued **[XX]** citations to violators of **[State’s]** distracted-driving law during the recent enforcement period. The law provides that **[Insert State Law Specifics].**

According to NHTSA, between 2012-2017, nearly 20,000 people died in crashes involving a distracted driver. In fact, 3,450 people were killed in motor vehicle crashes involving distracted drivers in 2016, alone, accounting for a 2.2-percent increase in fatalities as compared to the previous year. Nearly one-tenth of all fatal crashes that year were reported as distraction-affected.

While the high visibility enforcement mobilization is over, **[State/Local Law Enforcement Organization]** is teaming up with the **[Highway Safety Office and NHTSA Region # Office]** to make sure all motorists carry the message to keep their eyes on the road and their hands on the wheel beyond the enforcement effort. Want to reach for that cell phone? Remember: *U Drive. U Text. U Pay.*

For more information, visit: www.trafficsafetymarketing.gov

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