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

**SAMPLE POST-NEWS RELEASE**

**PEAK 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.**

**Local Law Enforcement Officers Issue [XX] Citations**

**During *U Drive. U Text. U Pay.* Campaign**

**[City, State]—**During April’s National Distracted Driving Awareness Month, **[State/Local Law Enforcement Officers]** worked together across the country to actively spread the word about the dangers of distracted driving. From April 11 to April 15, 2019, they stepped up their efforts 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, there were 3,166 people killed in motor vehicle crashes involving distracted drivers in 2016. That’s nearly one-tenth of all fatal crashes for that year.

“This campaign is really important to us,” said **[State/Local Law Enforcement Official]**. “Every day, we stop drivers who are carelessly paying more attention to their phones than to the roads. This campaign helped us remind drivers that this behavior is dangerous and illegal. Drivers’ hands should be on the wheel, and their eyes should be on the road—always.”

While the high-visibility enforcement mobilization is over, **[State/Local Law Enforcement Organization]** wants motorists to remember the dangers of distracted driving 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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