**2018 ANTI-DISTRACTED DRIVING**

**ENFORCEMENT CAMPAIGN**

**SAMPLE POST-ENFORCEMENT NEWS RELEASE**

**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 to obtain their permission to use their names in this press release. You must get their approval for the language of their quotations and any changes or additions they may require. Only after this is done can you send out the press release.

**[Local Law Enforcement Organization] Conducts**

**Successful Distracted Driving Effort**

***U Drive. U Text. U Pay.* Message Strongly Enforced**

**[City, State]—**In an effort to cut down on distracted driving and keep community roads safe, the U.S. Department of Transportation’s National Highway Traffic Safety Administration teamed up with law enforcement agencies around the country for the national *U Drive. U Text. U Pay.*high-visibility enforcement effort. From April 12 to 16, police officers were on high alert looking for distracted drivers and enforcing distracted-driving laws. During this time, [**Local**] law enforcement issued **[XX]** citations to violators of [**State’s**] distracted-driving law, which state [**Insert State Law Specifics**].

“Texting and driving is an increasing risk on our roads, and police officers used this enforcement effort to get the message out about the dangers of this risky behavior,” said **[Local Spokesperson]**. “We all know that texting while driving is wrong, but too many drivers are doing it anyway. Hopefully now, drivers understand the gravity of the problem, and understand if you drive and text, you’ll pay,” **[he/she]** said.

According to NHTSA, 3,450 people were killed in motor vehicle crashes involving distracted drivers in 2016. In fact, nearly one-tenth of all fatal crashes that year were reported as distraction-affected. Texting while driving has become an especially problematic trend among millennials. According to NHTSA, young drivers 16 to 24 years old have been observed using handheld electronic devices while driving at higher rates than older drivers since 2007.

“Distracted driving kills too many people for us to ignore the facts and pretend it’s okay. It is never acceptable to text and drive,” said **[Local Spokesperson]**.

Although the high-visibility enforcement effort is over, law enforcement officers will continue watching for distracted drivers to make sure all motorists keep their eyes on the road, and their hands on the wheel. Remember:*U Drive. U Text. U Pay.*

For more information, please visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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