**2020 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.**

**[XX] Drivers Ticketed for Texting While Driving**

***U Drive. U Text. U Pay.* Campaign Was a Success**

**[City, State]—**During April’s National Distracted Driving Awareness Month, **[State/Local Law Enforcement Officers]** teamed up with law enforcement agencies across the country to actively spread the word about the dangers of distracted driving. From April 9 to April 13, they stepped up their efforts for the national *U Drive. U Text. U Pay.* high-visibility enforcement campaign. During the enforcement period, **[Local]** law enforcement issued **[XX]** citations to violators of **[State’s]** distracted-driving law, which states that **[Insert State Law Specifics].**

According to the Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), from 2012-2018, nearly 23,000 people died in crashes involving a distracted driver. In 2018 alone, there were 2,841 people killed in motor vehicle crashes involving distracted drivers, representing 7.8 percent of all traffic crash fatalities.

“Drivers know better, so this campaign reminds them to do better,” said **[State/Local Law Enforcement Official]**. “Every day, we see drivers who are carelessly paying more attention to their phones than to the roads. This campaign helped us get the message to 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. Next time you think about checking your phone when you’re driving, remember: *U Drive. U Text. U Pay.*

For more information, visit: www.trafficsafetymarketing.gov

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