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## **AT&T TXTNG & DRIVING CAMPAIGN URGES CONSUMERS THAT 'IT CAN WAIT'**

*AT&T, Department of Public Safety, Hennepin County Sheriff and the Insurance Federation Kick Off Public Awareness Campaign*

• *Editor's Note: View and download TV and print public service announcements at <https://mndeptpublicsafety.sharefile.com/d-s932d47381214346a>*

View and download audio/video clips from today's news conference at <https://mndeptpublicsafety.sharefile.com/d-s528ae37070a41878>

**MINNEAPOLIS, April 9, 2010** Stop what you're doing. Take out your wireless device. Read out loud the last text message you received. Would reading or responding to that text message while driving be worth causing a serious accident? When you look at it that way, there's no text that couldn't wait.

AT&T,\* the Minnesota Department of Public Safety, the Hennepin County Sheriff and the Insurance Federation of Minnesota are launching today a new campaign to raise awareness about the risks of texting and driving and remind all wireless consumers, especially youth, that text messages can and should wait until after driving.

The campaign features true stories and the text message that was sent or received before someone's life was altered, or even ended, because of texting and driving. By featuring real stories, the campaign demonstrates how insignificant a text message is compared to the potentially dire consequences of reading or responding while driving.

For example, in one of the television spots, the text "Where u at?" flashes on the screen and a mother says, "This is the text my daughter was reading when she drove into oncoming traffic." The ad also includes the message "No text is worth dying over" and the campaign's tagline, "Txtng & Drivng É It Can Wait."

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**Page 2**

"We explored several campaign concepts but we didn't have our 'aha!' moment until we asked one of our focus groups to take out their devices and read the last text they received," said Bob Bass, president, AT&T Minnesota. "When we asked if that particular message was worth the potential risk of reading while

driving at 65 mph, you could have heard a pin drop. That's when we realized the message 'it can wait' was effective in educating consumers about the dangers of texting while driving."

"Texting while driving puts lives at risk," says Cheri Marti, director of the Department of Public Safety Office of Traffic Safety. "Just like impaired drivers, people who text behind the wheel are disregarding the safety of fellow motorists."

"When you text while you drive, it is not a decision that affects only you. You are putting other people on the road at risk, as well," said Hennepin County Sheriff Rich Stanek, "You can not text and drive safely at the same time."

The new national campaign will span print, radio, TV and online advertising – which will be rolled out in the coming months – as well as in-store signage, collateral and online billing. In addition, parents, high school educators and, most importantly, youth, can now visit AT&T's online resource center [www.att.com/txtngcanwait](http://www.att.com/txtngcanwait). The site includes downloadable information about texting while driving such as a parent-teen pledge; a teen-teen pledge; a poster; a brochure; safety tips; and more.

AT&T also has launched a Facebook application, which can be found at [www.facebook.com/att](http://www.facebook.com/att). Friends can share this application with one another to encourage each other to take the pledge to not text and drive. AT&T will also be promoting the pledge via a "twitition" on Twitter to ask followers to rally around the cause. You can follow @ShareATT on Twitter. In addition, to honor those taking the pledge, AT&T will contribute \$250,000 to one or more non-profit organizations focused on youth safety and will announce the selected non-profit organization(s) at the start of National Youth Safety Month in May.

"While our campaign is important for all drivers, we're particularly focused on youth," said Bass.

In September 2009, AT&T announced a commitment to raise awareness about the issue of texting and driving through a multifaceted initiative to educate employees, customers and the general public about using wireless devices safely while driving.

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### Page 3

Since then, AT&T has revised its wireless and motor vehicle policies to more clearly and explicitly prohibit texting and driving, impacting its approximately 280,000 employees; incorporated a don't-text-and-drive message on the plastic clings that protect handset screens on the majority of new devices sold in AT&T's more than 2,200 stores; and will integrate campaign messaging in AT&T catalogs, in-store signage and collateral, bills, e-mails, newsletters and more.

By using multiple touch points, AT&T expects the campaign to reach millions.

#### Find More Information Online:

<b>Web Site Links:</b> <a href="#">AT&amp;T Web Site</a>	<b>Related Media Kits:</b> <a href="#">AT&amp;T Smart Limits</a>
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<a href="#">AT&amp;T Wireless Web Site</a>	<a href="#">Text Messaging</a>
<b>Related Releases:</b> <a href="#">AT&amp;T Offers Tips to Help Consumers Avoid Falling Victim to Text Messaging Scam</a> <a href="#">AT&amp;T Keeps Parents and Kids Connected with New AT&amp;T FamilyMap Tool and Affordable New Devices</a>	<b>Related Fact Sheets:</b> <a href="#">Wireless Safety Tips</a> <a href="#">Smart Limits for Wireless</a> <a href="#">A Parent's Guide to Texting</a>

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#### **About Philanthropy at AT&T**

For over 25 years, AT&T and the AT&T Foundation have been committed to advancing education, strengthening communities and improving lives. Through its philanthropic initiatives and partnerships, AT&T supports projects that create learning opportunities; promote academic and economic achievement; and address community needs. In 2009, nearly \$155 million was contributed through corporate, employee, and AT&T Foundation-giving programs.

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