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State Fire Marshal

NEWS ADVISORY

Bruce Gordon, Director of Communications

FOR IMMEDIATE RELEASE

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NEWS CONFERENCE: MINNESOTA BUSINESSES, DEPARTMENT OF PUBLIC SAFETY AND LAW ENFORCEMENT UNITE AGAINST DISTRACTED DRIVING

Call to Action Launches Extra Enforcement Campaign April 11 - 17

WHAT: Distracted driving is a personal choice that can have a tragic ripple effect — loss of life, serious injuries, devastated families, and a human and financial impact on the surrounding community.

More than 30 Minnesota organizations ranging from Fortune 500 to local businesses are joining the Minnesota Department of Public Safety and law enforcement agencies statewide to take a stand against texting while driving and influence motorists to pay attention behind the wheel.

The united call to action launches the extra enforcement distracted driving campaign that runs April 11 – 17 across Minnesota. More than 300 law enforcement agencies — sheriff departments, police and state patrol — will be working overtime hours to enforce Minnesota’s “no texting while driving” law.

WHEN: **Wednesday, April 6, 11:00 a.m.**

WHERE: Minnesota Department of Public Safety
Homeland Security and Emergency Management Division
445 Minnesota Street, **Suite 223**, St. Paul
Note: The DPS Media Room is unavailable for this event — please come to Homeland Security Emergency Management on the skyway level.

WHO: **Jeff Fetters**, chairman, president and CEO, Federated Insurance
Donna Berger, Office of Traffic Safety director
Lt. Tiffani Nielson, Minnesota State Patrol
Minnesota businesses and organizations standing against distracted driving

WHY: Distracted driving is a leading factor in crashes in Minnesota, contributing to one in four crashes in the state.

- In a five year period (2010 – 2014), 328 people lost their lives and 1,138 people suffered life-changing injuries in distracted driving-related crashes.
- During the 2015 extra enforcement distracted driving campaign, law enforcement cited 909 drivers for texting and driving, a 65 percent increase over the previous year (550).

Editor's Note: A live stream of the news conference will appear on YouTube at the following link: <https://youtu.be/UYD0KtIHI-U>. If our Internet connection is interrupted, or you experience technical problems during the live event, you can access a recorded version posted to the [MnDPS YouTube channel](#) soon after the live stream.

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