



## AAA and Law Enforcement Partner to end Distracted Driving

BURNSVILLE, Mn (March 31, 2017) - In recognition of April's Distracted Driver Awareness Month, AAA - The Auto Club Group has provided more than 6,000 CELLslips ([www.cellslip.com](http://www.cellslip.com)) to more than 50 law enforcement agencies across Minnesota for their enforcement and education efforts from April 10<sup>th</sup> to the 23<sup>rd</sup>. The CELLslips serve as a reminder to put your phone away and not be distracted by it while you're driving.

As fatalities have risen statewide and nationally these past few years, it is no surprise that distracted driving is attributed as a significant contributing factor. In a recently released Traffic Safety Culture Index Survey conducted by the AAA Foundation for Traffic Safety a few statistics stand out:

- Cell phone use while driving is widespread. More than 2 in 3 drivers report talking on their cell phone while driving in the past month, and nearly 1 in 3 say they do so fairly often or regularly.
- Most drivers view texting or emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable. However, nearly 1 in 3 (31.4%) admit to typing or sending a text message or email while driving in the past month, and 2 in 5 (40.2%) report reading a text message or email while driving in the past month.

"As one of the nation's oldest and largest traffic safety organizations, AAA – The Auto Club Group is happy to support educational and enforcement campaigns seeking to reduce the carnage on our roadways," stated Gail Weinholzer, Director of Public Affairs, AAA – The Auto Club Group.

"For me the goal of reducing the temptation to text and drive is one of the greatest challenges that society faces collectively to decrease the chance of death or serious injuries to our youngest drivers. "Cellslip" is a practical solution to that temptation. Please join AAA – The Auto Club Group and the Dakota County Sheriff's Office in fighting this battle," stated Sheriff Tim Leslie, Dakota County.