

HENNEPIN COUNTY SHERIFF'S OFFICE

News Release



Media Contact:
Lisa Kiava
(612) 919-5918

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

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

April 8, 2010 (MINNEAPOLIS) – AT&T, the Minnesota Department of Public Safety, the Hennepin County Sheriff's Office, and the Insurance Federation of Minnesota are launching 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 statistics on the risks of texting and driving are clear. Those who text while driving are 23 times more likely to be involved in some type of mishap on the road compared to those drivers who don't text while driving. The new campaign is designed 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. Visit: <http://www.att.com/gen/press-room?pid=2964>
Or follow Twitter: @itcanw8

WHEN:

Friday, April 9, 1:30 p.m.

WHERE:

Hennepin County Public Safety Facility (2nd floor training room)
401 s. 4th Ave., Minneapolis MN

WHO:

Rich Stanek, Sheriff Hennepin County
Cheri Marti, State Traffic Safety Director, Minnesota Department of Public Safety
Bob Bass, President of AT&T Minnesota

For media inquiries, contact PIO Lisa Kiava at 612-919-5918 or lisa.kiava@co.hennepin.mn.us.

###