

AN EPIDEMIC

IS SWEEPING ACROSS AMERICA. CAUSING DRIVERS EVERYWHERE TO BLACK OUT FOR FIVE SECONDS AT A TIME. IT'S CALLED **TEXTING AND DRIVING.**



WE PLEDGE NOT TO TEXT AND DRIVE because it takes our eyes off the road for an average of 5 seconds. At 55 mph, that's like driving the length of a football field—completely blind.¹

WE PLEDGE NOT TO TEXT AND DRIVE because it's like driving after having 4 beers.²

WE PLEDGE NOT TO TEXT AND DRIVE because it can make us 23 times more likely to crash.³

WE PLEDGE NOT TO TEXT AND DRIVE because car crashes kill an average of 11 teens each day.⁴

WE PLEDGE NOT TO TEXT AND DRIVE because distracted driving injures 330,000 people every year.⁵

MY FAMILY HEREBY PLEDGES **NOT TO TEXT AND DRIVE**













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1. Virginia Tech Transportation Institute, available at www.vtti.vt.edu
2. Setting Limits, Saving Lives--The Case for .08 BAC Laws, available at www.nhtsa.dot.gov and A Comparison of the Cell Phone Driver and the Drunk Driver, available at <http://dwiwatch.org/cell-phone-texting.php>
3. Virginia Tech Transportation Institute and NHTSA
4. Insurance Institute for Highway Safety (IIHS) Fatality Facts 2008, available at www.iihs.org
5. Harvard Center for Risk Analysis Study

