**SAMPLE Press Release for**

**IDAHO’S DRIVE AWARE CAMPAIGN**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail address]**

Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release. You must get their approval for the language of their quotations and any changes or additions they may require. Only after this is done can you send out the press release.

[COMMUNITY AND/OR PARTNER] **Joins the**

**“Idaho Drive Aware” Campaign to**

**Promote Attentive Driving for Life**

**[City, State]** – In an effort to make our roads safer, **[Community/Partner]** announced today that it has joined the “Idaho Drive Aware” campaign raise awareness of dangers associated with driving distracted, promote safe driving behaviors, and ultimately work toward elimination of death and serious injuries due to crashes on Idaho roadways. **[Group/Organization]** has pledged its support to help spread the message that distracted drivers are not only a danger to themselves, but everyone else on the road.

“This effort is intended to educate our community about the dangers of distracted driving” said **[Local Spokesperson, title with organization]**. “We hope that once people see the statistics and realize the danger involved, they will change their driving habits to help protect themselves, their families, and others on the road.”

Distracted driving accounts for 1 in 4 multiple vehicle crashes in Idaho during 2013, and contributed to 43 deaths and 8,049 people injured. Over the last three years (2011-2013), there have been 879 serious injury crashes involving distracted drivers that have resulted in 125 people killed.

Anything that takes your eyes off the road or hands off the steering wheel is considered a distraction—visual, manual and cognitive.  Distractions include navigation and entertainment systems, cell phones, or more conventional distractions, such as interacting with passengers or eating.

More young people ages 15-19, die each year due to distractions behind the wheel than from disease, homicide, or crashes caused by drugs and alcohol. The Idaho Drive Aware effort focuses on ways to change the behavior of drivers through education, enforcement and public awareness – the same activities that have curbed drunk driving and increased seat belt use.

**[COMMUNITY]’s** campaign will **[GIVE EXAMPLES HERE OF THE LOCAL CAMPAIGN AND WHAT IT WILL INCLUDE, AND INCLUDE ANY PARTNERS IN THE CAMPAIGN AND WHAT THEY WILL DO].**

“Every driver in **[COMMUNITY]** has a role in this effort,” said **[Spokesperson]**. “However, we especially want to reach out to adults because we know that, statistically, inattentive driving is a problem among drivers of all ages, not just youth. In 2013, 75% of drivers involved in fatal distracted crashes were 25 or older.”

**[COMMUNITY]’s** goal with this campaign is simple – save lives by getting drivers to remember to “Drive Aware.”

For more information about distracted driving, please visit <link>, or you can contact **[LOCAL CONTACT at PHONE/EMAIL].**

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