**Media Release**

**[Company Name] Recognizes Distracted Driving Awareness Month**

FOR IMMEDIATE RELEASE [Contact Information]

[City Name], VA – April is Distracted Driving Awareness Month in Virginia. [Company Name] reminds its employees, and all other drivers, to put down the phone and buckle-up. It is now illegal in Virginia to hold a handheld personal communications device while driving.

Last year there were more than 1,000 traffic fatalities in Virginia for the first time in 15 years!

Company officials say [Company Name] will use Distracted Driving Awareness Month to remind motorists of the dangers of using a handheld phone while driving and other distracted driving behaviors.

“It’s not just texting and making phone calls,” said [Name, Title of Company Official]. “Drivers are using apps like Facebook, Twitter, and Instagram behind the wheel.”

Traffic safety researchers say using a smartphone while driving can be extremely dangerous because all three types of distraction – visual, manual, and cognitive – are involved.

Throughout April [Company Name] will remind employees that anything they do that diverts attention from the task of driving is potentially dangerous. Company officials say that occasional emails will be sent to employees reminding them that grooming, eating, adjusting the radio, etc. while driving are distractions that can contribute to a devastating crash.

“We want our employees to be safe on and off the job,” said [Name, Title of Company Official].

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