DISTRACTED DRIVING AWARENESS MONTH

# Suggested Media Release FOR EMPLOYERS

[Company Name] Recognizes Distracted Driving Awareness Month

FOR IMMEDIATE RELEASE [Contact Information]

[City Name], VA – In recognition of Distracted Driving Awareness Month, [Company Name] emphasizes the importance of traffic safety by urging its employees and all drivers to stow their phones and fasten their seat belts. Virginia now prohibits holding handheld personal communications devices while driving.

Preliminary numbers show there were more than 900 traffic fatalities last year in Virginia. It’s a stark reminder of the pressing need for heightened driver awareness. Distracted driving remains a contributing factor in many crashes.

During Distracted Driving Awareness Month, [Company Name] will emphasize the perils associated with using a handheld phone while driving and other distracted behaviors on the road.

“It extends beyond texting and calls,” highlighted [Name, Title of Company Official]. “Motorists engage with apps like TikTok, Twitter, and Instagram, introducing additional risks behind the wheel.”

According to traffic safety researchers, smartphone usage while driving poses an extreme danger, involving all three types of distraction – visual, manual, and cognitive.

Throughout April, [Company Name] will consistently remind its employees that any activity diverting attention from driving is potentially hazardous. We’ll be reinforcing the message that grooming, eating, adjusting the radio, and similar activities while driving can contribute to severe crashes.

“We prioritize the safety of our employees both on and off the job,” emphasized [Name, Title of Company Official].

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