

# News Release



## For more information, contact:

Lindsey Bohrer, ODPS  
614-752-6585  
[lrborner@dps.state.oh.us](mailto:lrborner@dps.state.oh.us)

Holly Hollingsworth, AT&T Ohio  
614-223-5711  
[holly.hollingsworth@att.com](mailto:holly.hollingsworth@att.com)

## Ohio Department of Public Safety and AT&T Announce Joint Effort Encouraging Newly Licensed Drivers to Never Text and Drive

**WHAT:** Ohio Department of Public Safety will join AT&T to highlight the dangers of texting and driving and their new partnership to reach Ohio's newly licensed drivers with this message.

**WHO:** John Born, Director, Ohio Department of Public Safety  
Lt. Col. George Williams, Ohio State Highway Patrol  
State Senator Jim Hughes  
Adam Grzybicki, President, AT&T Ohio

**WHERE:** Morse Road Driver Examination Station  
990 Morse Rd.  
Columbus, Ohio 43229

**WHEN:** Wednesday, September 10, 2014  
10:00 a.m.

**BACKGROUND:** September 2014 marks the first observance of Safe Driving Awareness Month in Ohio, a designation proposed by Senator Hughes in Senate Bill 294 earlier this year, and signed into law by Governor Kasich in June. AT&T first launched the *It Can Wait*<sup>®</sup> campaign in 2009 to educate the public about the dangers of texting while driving and encourage consumers to take the pledge to never text and drive at [www.ItCanWait.com](http://www.ItCanWait.com). This is the first time the campaign has partnered with state officials to reach newly-licensed drivers statewide, at that one moment when they may be most receptive to the message.

The *It Can Wait*<sup>®</sup> movement is making a difference. Awareness of the dangers of texting and driving has reached 97 percent or higher for every audience AT&T has polled. The campaign has inspired more than 5 million personal commitments to never text and drive. The "[From One Second to the Next](#)" documentary has also received millions of views since its Hollywood premiere last year.