



PUBLIC SERVICE ANNOUNCEMENT

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For More Information:
Manager's Office / 228-0435

MARQUETTE URGES RESIDENTS TO REFRAIN FROM TEXTING WHILE DRIVING

At the September 9, 2013 Marquette City Commission meeting, the Commission issued a proclamation designating September 19th as "Drive 4 Pledges Day" and called for Marquette residents to take the pledge never to text and drive.

"Text messaging has become the way many people communicate today, which means some people are doing it at the worst possible time – while driving," stated Mayor DePetro. "We need to help spread the message and educate our community that when it comes to driving, texting can and should wait."

According to the Virginia Tech Transportation Institute, those who text while driving are 23 times more likely to be involved in some type of safety critical event as compared to those drivers who don't text while they drive. Texting while driving is involved in over 100,000 motor vehicle crashes each year, often causing injuries and deaths.

Wireless provider AT&T launched the "It Can Wait" campaign in Michigan and throughout the United States in 2009 to educate the public about the dangers of texting while driving by encouraging consumers to take the personal pledge not to text while driving.

The City of Marquette and AT&T are calling on all drivers to go to www.itcanwait.com to take the no-texting-and-driving pledge, and then share their promise with others via Twitter (#itcanwait) and Facebook. For additional information and resources, visit www.att.com/itcanwait.

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