**FOR IMMEDIATE RELEASE: [Date]**

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

**Note: Drop onto your co-op stationery/template with co-op logo, address etc. on it.**

**[Your Co-op] Working to Put the Brakes on Distracted Driving**

*New Program Combatting Texting and Talking on Phones by Employees*

*While Driving Will Help Improve Safety in [Community]*

**[City, State]** – [Co-op Name] today announced its commitment to the safety of its employees and the [Name of Community] community by launching a program to help fight the epidemic of distracted driving. Co-op employees, their family and friends pledged not to text or talk on the phone while driving. [Co-op Name] will be working to educate the community and raise awareness of the risks associated with distracted driving.

“As mobile technology increases, more and more people rightly see distracted driving – talking, texting, sending emails – as a growing threat to community safety. Our goal is to raise awareness and spur conversation about this danger and promote a culture of safety. We are committed to eliminating this unnecessary risk and strongly believe that no conversation or text is worth the potential danger,” said [Co-op Official].

Distracted driving is an epidemic on America’s roadways. According to the Centers for Disease Control, each day in the United States, more than nine people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver. In 2013, 3,154 people were killed and an estimated 424,000 were injured in motor vehicle crashes involving a distracted driver (National Highway Administration). Texting and cell phone use behind the wheel takes your eyes off the road, your hands off the wheel, and your focus off driving – putting the driver and others in danger. Youth—those drivers 20 and under—are most at risk, as they have the greatest portion of drivers who are distracted (National Highway Transportation Safety Administration).

“Employee safety is a core value at [Co-op Name],” added [Co-op Official]. “By participating in this program, we hope to not only keep our employees safe, but to demonstrate our commitment to the well-being of our entire community. We hope everyone in [Name of Community] will join us and help keep our families, friends and neighbors safer by putting their phones down and focusing on the road when they drive.”

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*[Background information about your co-op]*