



MEDIA ADVISORY

Piedmont Allstate Agents, South Carolina Chapter of National Safety Council Urge Wren High School Students to “X the TXT”

WHAT: Allstate Agents Jason Lanford and Wes Porter, and the South Carolina Chapter of the National Safety Council are encouraging Wren High School students, faculty and staff to join the more than 125,000 Americans who have pledged not to text and drive through Allstate’s “X the TXT” campaign by adding their thumbprints to a pledge banner as a symbol of their promise not to text and drive. Thumb bands given to participants serve as daily reminders to put their cell phones down behind the wheel and stay focused on the road.

WHEN: May 11, 2011, 9:15-10:15 a.m., and 10:30-11:15 a.m.

WHERE: Wren High School, 905 Wren School Road, Piedmont, S.C., 29673

WHY: Texting is one of the most dangerous distractions facing drivers today, particularly among teens, of which car crashes are the number one killer. According to a recent Allstate Foundation study, 49 percent of driving teens admit to being extremely distracted by texting and instant messaging while driving. And, the National Highway Traffic Safety Administration reports driver distraction contributes to 25 percent of all police-reported traffic crashes.

WHO: Lanford and Porter will host the X the Text event, along with the South Carolina Chapter of the National Safety Council. Members of the Safety Council and both agents will talk to the students about the dangers of driving while being distracted, including texting. They will encourage students, faculty and staff to take the pledge not to text and drive online, or for more information on the “X the TXT” program, visit www.facebook.com/thumbsuppledge.

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