SHELL NEWS RELEASE

**Buckle Up Phone Down: A Safety Challenge That Can Make a Difference**

XXDOT is challenging [NAME OF STATE], businesses and private individuals to buckle up and put their phones down.

The Buckle Up Phone Down campaign is tackling the two most impactful actions a driver can take to prevent crashes -- or survive if one occurs.

First, drivers can put their phones down when they slide behind the wheel. Distracted driving is a major cause of crashes, not only in [NAME OF STATE], but in the entire United States. [NAME OF STATE], Highway Patrol reports that cellphones were involved in [NUMBER OF CELLPHONE RELATED] crashes in 2018 alone.

Next, people can buckle up each and every time they get in a vehicle. Of the [NUMBER] people killed on [NAME OF STATE] roadways last year, [NUMBER] were drivers and passengers of vehicles subject to [NAME OF STATE]’s current seat belt law. A tragic [NUMBER] % were unrestrained.

The hope is to get private industry to openly support employee safety, either through internal safety campaigns or actually changing policy banning cellphone use in company vehicles and making seat belts mandatory.

“[QUOTE FROM LEADERSHIP ON IMPORTANCE OF THESE TWO ACTIONS]”

Statistics show that these two policy changes could have an impact on both incidents and highway fatalities.

The Buckle Up Phone Down Challenge is trying to change these numbers. Videos, social media posts and a dedicated website will feature citizens and employees of participating businesses giving the “thumbs up-thumbs down” sign to show their support of the effort.

The website is located at [[WEB](http://www.modot.org/BuckleUpPhoneDown) ADDRESS] and will also feature the Wall of Fame where participating businesses and agencies can display their logos to show their support.

For more information on taking the challenge contact [DOT OR PROGRAM CONTACT INFO].