

FOR IMMEDIATE RELEASE

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TxtResponsibly.org Invited to Attend U.S. DOT Distracted Driving Summit

Belfast, Maine—September 23, 2009— TxtResponsibly.org, a cause campaign of Pica Design, LLC, will attend the Distracted Driving Summit on September 30 – October 1 in Washington, DC convened by U.S. Transportation Secretary Ray LaHood. TxtResponsibly.org will join senior transportation officials, elected officials, safety advocates, law enforcement representatives and academics to discuss topics related to distracted driving, such as current research, regulations, technology implications, public awareness and education.

“We are thrilled to be invited to this groundbreaking event,” said Rob Dietz, Founder and Creative Director of Pica Design. “We believe TxtResponsibly.org can play a tangible role in creating public awareness and advancing public education on this issue.”

The mission of TxtResponsibly.org is to raise awareness of the dangers of texting while driving and to prevent harmful injury or death caused by the act of texting recklessly. The TxtResponsibly.org website is a place for sharing stories, where visitors can ‘Take the Oath’ (a personal promise to stop texting while driving) and read news related to distracted driving and related topics. Site content also includes public awareness posters (available for free download), information on U.S. state and federal legislation, statistics, and facts from studies and surveys conducted over the last 10+ years.

About Pica Design, LLC

Pica Design, LLC is a design and marketing agency in Belfast, Maine. Every day, we use our collective talent and ideas to connect our clients' products and services to new markets. We are also compelled to use our creative abilities to go beyond business-as-usual to promote the causes we care about. This is how TxtResponsibly.org came to be. For more information, please contact Jen DeJoy at (207) 338-1740 or visit www.picadesign.com.

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About TxtResponsibly.org

TxtResponsibly.org was started by the staff at Pica Design, LLC to raise awareness of the dangers of texting while driving. Please visit www.txtresponsibly.org or contact Jen DeJoy at (207) 338-1740 for more information.

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