

## FOR IMMEDIATE RELEASE

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### MEDIA CONTACT

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## **TxtResponsibly.org Launches New Awareness Campaign: Be a Part of the Solution. Share Your Story.**

Belfast, ME—April 28, 2010—In support of National Youth Traffic Safety Month, organized by National Organizations for Youth Safety (NOYS), Pica Design, LLC—Founding Sponsor of TxtResponsibly.org—is donating marketing & design expertise to create a new awareness campaign highlighting personal stories. This new campaign is an opportunity for those touched by a texting and driving incident or tragedy to share their story and raise awareness of the dangers of texting while driving.

The new campaign also coincides with the first National "No Phone Zone Day", Friday, April 30th, launched by Oprah Winfrey and Harpo Studios.

Since launching in Spring of 2009, TxtResponsibly.org has worked to raise awareness about the growing epidemic of texting while driving. Members of the organization participated in the Distracted Driving Summit in Washington, DC in September and heard the issue debated among top technology leaders, statisticians, state and federal legislators and safety organizations. The most compelling and effective messages against texting while driving can be found in the stories of families and individuals touched by tragedy.

Amanda Umscheid's 19-year-old sister was killed one year ago while texting. It was Amanda who was texting with her sister when the accident occurred; her guilt and sadness are constant reminders of that day. She is now sharing her story with high school and college students in her community to educate them about the dangers of texting while driving. Join Amanda and **Be a part of the solution.**

How to get involved:

- Share your story at <http://txtresponsibly.org/share-your-stories/> and help raise awareness of the dangers of texting while driving.
- Your story may be selected for the **Be a part of the solution.** awareness campaign. All campaign posters will be made available free for download and distribution at <http://txtresponsibly.org/resources/>.

- Selected stories will be given a dedicated page under the Share Your Story section at TxtResponsibly.org.

**Be a part of the solution.** Share your story today at TxtResponsibly.org.

### **About TxtResponsibly.org**

Alarmed at news stories about texting-related car collisions, the staff at Pica Design, LLC—a full-service graphic design and marketing agency in Maine—decided to use collective skills in design, marketing, advertising and communications campaigning to change behavior: to make people think twice before texting while driving; texting while walking across the street; texting and multitasking, period. 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. Free resources developed for TxtResponsibly.org have been referenced and distributed across the United States and Canada. It is our goal to continue providing free awareness resources to the public. If you're interested in co-sponsoring this campaign or other TxtResponsibly.org initiatives, please contact us at [info@txtresponsibly.org](mailto:info@txtresponsibly.org).

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