



Texting & Driving: “It Can Wait”

No text is worth dying for. That’s why AT&T is committed to putting an end to texting and driving.

- **AT&T’s “It Can Wait” campaign focuses on educating the public – especially teens – on the dangers of texting and driving:** Those who send text messages while driving are 23 times more likely to be in a crash.¹

Our goal is to save lives and make texting and driving as unacceptable as drinking and driving.

How We’re Addressing The Issue:

- **A No Texting and Driving Pledge:** Established a “No Text on Board – Pledge Day” – September 19 - to join with others to make a lifelong commitment to never text and drive. All drivers can take the pledge at www.itcanwait.com, then share their promise and join the no-texting-and-driving movement #itcanwait.
- **Advertising and “The Last Text”:** Developed a powerful 10-minute documentary and advertisements that features real stories where lives have been drastically altered – or even ended – because of texting while driving.
- **AT&T DriveMode™:** A mobile application offered for free for Android™ and BlackBerry® smartphone customers, designed to curb texting and driving.*
 - The app provides a customizable auto-reply message that users’ friends and family receive if they send an SMS or MMS text or email, notifying them that the user is driving and will respond when it is safe.
- **New Technology:** Developing new educational tools – including an online simulator in the coming weeks – and challenging device makers and app developers to have all devices include a pre-loaded, no-text-and-drive technology solution as soon as possible.
- **Virtual Texting-While-Driving Simulator:** Touring a state-of-the-art virtual reality simulator to demonstrate the dangers of texting while driving in 200+ locations by end of 2012.
- **Company Policies and Employee Engagement:** Transformed company efforts to spread the message.
 - Teen-developed [educational toolkit](#) that equipped countless individuals – from government officials, automotive companies, families, teenagers and more – with materials that raise awareness of this issue. And AT&T is working to provide it to every high school in the country.
 - AT&T’s **240,000 employees** have been enlisted to take the pledge and, in turn, urge all Americans to commit that they will never text and drive. On an average day, AT&T retail store and call center employees engage in more than 500,000 customer contacts.
 - **Integrated campaign messaging** appears in AT&T catalogs, signage, bills, emails and newsletters, and at AT&T-sponsored events.
 - Incorporated a **don’t-text-and-drive message** on the protective clings for devices sold in AT&T retail stores.
 - Revised **wireless and motor vehicle policies** to prohibit texting and driving.
- **Third-Party Support:** Rallied support from critical third-party safety organizations – including the [National Safety Council](#), [National Organizations for Youth Safety \(NOYS\)](#), [CTIA – The Wireless Association](#), the [U.S. Department of Transportation](#) – and recruiting law enforcement, educators, national retailers, consumer safety groups, legislators and more to join the no-text-and-drive movement.

For more information on AT&T’s “It Can Wait” campaign and to access the online resource center please visit www.itcanwait.com, and join the movement: #itcanwait.

* Data and text messaging charges may apply for download and app usage. Standard messaging rates apply to auto-reply messages. AT&T DriveMode™ is free to AT&T customers only. Compatible device required.

1 Virginia Tech Transportation Institute Research: www.vtti.vt.edu

2 The Pew Internet & American Life Project: <http://www.pewinternet.org/Reports/2012/Teens-and-smartphones.aspx>

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