



lol. cul8r. @wrk. ttyl. Texting has its own language. We use that language as a life line to connect to our friends, family and co-workers. We send pictures. We chat. We text.

That's why AT&T has launched a public awareness campaign to help raise awareness about the risks of texting and driving. The purpose of the initiative is to remind all wireless consumers, but especially youth, that when it comes to driving a vehicle, all text messages can – and should – wait.

TEXTING TIPS

AT&T wants to inform all wireless users that safety comes first when you're in the driver's seat. Help keep all drivers safe on the road by following the tips:

- **Be Smart.** Don't text and drive. No text message is worth a life.
- **Be in control.** Remember it's your phone. You decide if and when to send and read texts so take control. Download [AT&T DriveMode™](#) – an app designed to curb the urge to text and drive.*
- **Be Caring.** Don't send a text when you know your family member, friend or co-worker is driving.
- **Be Focused.** Never use your phone to take pictures, send and read messages, record video, or watch TV while driving.



- **Be an Example.** A recent survey² found that 77 percent of teens say adults tell them not to text and drive - yet do it themselves "all the time." Still, 89 percent of those teens said their own parents are good role models in terms of not texting while driving, so please lead by example.
- **Be Proactive.** Take the pledge and commit to never text and drive: www.itcanwait.com.
- **Be Aware.** If you have teens, some wireless companies offer parents an easy way to manage their teen's phone functionality, such as the time of day the phone can be used for messaging, Web browsing or outbound calling. However, 911 calls are always allowed and parents can also set up "allowed numbers" that the teens can call as parents or others deem appropriate.

It only takes a split second to find yourself in an accident. Our message is simple, yet vital: When it comes to texting and driving, it can wait.

For more information, tips and tools, check out AT&T's online resource dedicated to educating wireless users about the risks of texting and driving at www.itcanwait.com

itcanwait.com

Join the conversation: #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.

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