



ItCanWait.com  
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## *It Can Wait.*

Texting while driving is involved in 200,000+ vehicle crashes each year, often causing injuries and deaths.\* That's why AT&T is committed to putting an end to texting and driving. We're focused on educating the public—especially teens—on the dangers of texting and driving. **No text is worth a life...It Can Wait.**

How we're addressing the issue:

- **A No Texting and Driving Pledge.** Encouraging drivers to make a commitment to never text and drive while holding themselves accountable to a loved one. All drivers can take the pledge at [ItCanWait.com](http://ItCanWait.com), and share their pledge in social channels to extend the no-texting-and-driving movement #ItCanWait.
- **AT&T DriveMode®.** A mobile application offered for free for iPhone and Android™ smartphone customers, designed to curb texting and driving.\*\* The app silences incoming text message alerts so you can stay focused while driving.
- **Driving Behavior Change.** Encouraging individuals to create a routine in the moment of temptation that reminds them of their pledge not to text and drive. In the middle of text, email or social media conversations, use **#X** to pause the conversation temporarily to let friends know you're about to drive and can't respond.
- **First-Hand Accounts.** In 2013, AT&T worked with acclaimed filmmaker Werner Herzog to develop a powerful documentary and national advertising spots featuring real stories of lives drastically altered—and even ended—because of texting while driving. We continue to coordinate a speaker's bureau bringing these stories to communities across the country.
- **Teen Education.** Asking individuals, especially teens, to spread the word about the dangers of texting and driving through #X and #ItCanWait. AT&T has also provided the Werner Herzog documentary to every high school in the country.
- **Simulators.** An online simulator is available at [itcanwaitssimulator.org](http://itcanwaitssimulator.org) to show firsthand the dangers of texting behind the wheel. AT&T also is continuing to tour a state-of-the-art texting while driving simulator chair to high schools and events across the country.
- **Company and Employee Advocacy.** AT&T and its employees urge the public to commit that they will never text and drive.
  - Integrated 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.** AT&T has rallied *It Can Wait* support from more than 65,000 individuals and more than 2,500 organizations, including USAA, Goodyear, the FCC, National Organizations for Youth Safety (NOYS), National Safety Council and the U.S. Department of Transportation.

For more information on the *It Can Wait* movement and to access the online resource center please visit [www.ItCanWait.com](http://www.ItCanWait.com), and join the movement #ItCanWait.

\* According to the Annual Estimate of Cell Phone Crashes 2012 Report published by the [National Safety Council](#)

\*\* Compatible device required. Functionality varies by operating system. Rates: Data and text messaging rates apply for download and usage, including Auto-Replies. DriveMode for iPhone: Auto-Reply feature available for AT&T customers only. Auto-replies to SMS and MMS only and not iMessages or messages sent by third-party services. iOS Auto-Reply: Requires active AT&T Message Backup & Sync service. Will not send auto-replies to phone calls. Other functionalities such as routing calls to voicemail, blocking incoming calls, and blocking outgoing SMS messages are not available. Parental Alerts can be sent to AT&T mobile numbers only. General: Technical, network and other service restrictions may apply.

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