



ItCanWait.com
Join the conversation: #ItCanWait

It Can Wait.

Texting while driving was estimated to be involved in 200,000+vehicle crashes in 2012, often involving 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, and share their pledge in social channels to extend the no-texting-and-driving movement #ItCanWait.
- **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 and signals to friends on social and on text that they are unavailable while driving.
- **First-Hand Accounts.** Last year, 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 also 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 #ItCanWait. AT&T has also provided the Werner Herzog documentary to every high school in the country.
- **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.
- **Simulators.** An online simulator is available at itcanwaitsimulator.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 1,500 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, and join the movement #ItCanWait.

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

** 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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