

YOUR LETTERHEAD

**For Immediate Release
DATE**

**Contact: FIRST & LAST NAME
CONTACT DIRECT PHONE #**

**<Company Name> Announces a New Policy
to Protect Employees While on the Road**

YOUR CITY, STATE – _____ COMPANY NAME _____ has joined employers nationwide who are concerned about employee safety by implementing a policy banning employee use of cell phones while driving.

According to the Insurance Institute for Highway Safety, driving while talking on a cell phone puts drivers at a four times greater risk of an injury-causing crash.

A significant amount of vehicular cell phone use is done on the job. Many businesses have already acknowledged the injuries and costs associated with this behavior by adopting policies that ban cell phone use by employees on the roads. Among National Safety Council member organizations that responded to a 2009 survey, 58 percent said they have company policies prohibiting on-road cell phone use. Of the businesses without policies, half said that they are somewhat to very likely to implement policies within the next year.

_____ BRIEF HIGHLIGHTS OF YOUR COMPANY POLICY _____

_____ QUOTE FROM COMPANY OFFICIAL _____

“Anyone with a busy job knows the temptation to multitask and stay in touch with the office while driving,” said Janet Froetscher, president and CEO of NSC. “Believe me, I’ve been there. I didn’t realize how much risk I was taking. Most people don’t. Employers understand how dangerous the behavior is and their potential liability. We are asking all businesses to join us by adopting policies banning talking and texting while driving on the job.”

A fact sheet, data resources and other information concerning employer actions to reduce cell phone use while driving are available on the NSC Website at *distracteddriving.nsc.org*.