



FOR IMMEDIATE RELEASE

Contact: Hannah Starkel
415-434-4314
hstarkel@wipp.org

Women Impacting Public Policy Supports AT&T's Efforts to End Texting and Driving

WASHINGTON, D.C. – *In response to today's announcement by AT&T to commit to a national push to stop texting while driving, Women Impacting Public Policy (WIPP) issued the following statement:*

Women Impacting Public Policy (WIPP) is thrilled to support AT&T's "It Can Wait" campaign to urge drivers to pledge a lifelong commitment of not texting and driving. "WIPP is proud to stand behind this campaign and will encourage our women-owned businesses, partners, families and friends to pledge to never text and drive. No text is ever worth a life," said WIPP President, Barbara Kasoff.

With today's announcement of September 19th's "No Text On Board – Pledge Day," when all Americans will be asked to pledge a lifelong commitment to not text and drive, AT&T is taking an impressive and critical step to stop this growing safety concern; drivers who text while driving are 23 times more likely to be in a crash, according to the Virginia Tech Transportation Institute.

Join us to keep American's safe behind the wheel – visit www.ItCanWait.com, sign the pledge and commit to prevent dangers caused by texting and driving.

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WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses and representing 61 business organizations. For more information, please visit www.wipp.org.

1156 15th St. NW Suite 1100, Washington, DC 20005 ~ 888.488.WIPP ~ Fax: (202) 872-8543 1714
Stockton Street, Suite 200, San Francisco, CA 94133 ~ 415.434.4314 ~ Fax: 415.434.4331
Website: www.WIPP.org