

don't text & drive *it can wait*

A recent AT&T survey indicates that while 97 percent of teens know texting while driving is dangerous, 43 percent admit to sending a text while driving – and 75 percent say the practice is common among their friends. It only takes a split second to find yourself in a crash and no text is worth dying for. Our message is simple, yet vital: When it comes to texting and driving, it can wait.

- **Know the Cost:** Watch “The Last Text” – an AT&T documentary that features stories of real victims whose lives were altered – or even ended – by texting behind the wheel.
- **Take the Pledge:** Make a commitment to not text and drive at www.itcanwait.com and share with your friends.
- **Curb the Urge:** Download an app like AT&T DriveMode™ that provides a customizable auto-reply message, notifying the sender that you're driving and can't respond.*



AT&T encourages you not to text and drive.
Take the pledge at itcanwait.com

For more information, tips and tools, check out AT&T's online resources at www.itcanwait.com

Join the conversation: #ItCanWait



Take the “It Can Wait” pledge! Scan the code to go to www.itcanwait.com

*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. AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc. ©2012 AT&T Intellectual Property. All rights reserved. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.



No Text is Worth Dying for

Join the #ItCanWait movement. Take the pledge and make a lifelong commitment to never text and drive: www.itcanwait.com.

More than
100,000
crashes

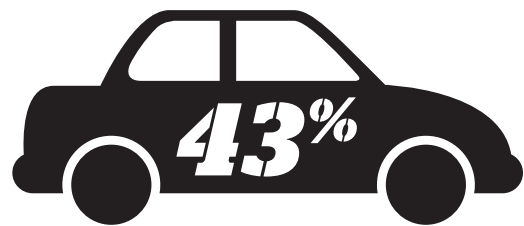
a year involve drivers who are texting¹, causing life-changing injuries and deaths



Teens know that texting while driving is dangerous.



but ...



of teens admit to
texting while driving.²

77%
of teens have seen their parents text and drive – and 75 percent say it is “common” among their friends.²

Texting drivers are 23 times more likely to be in an accident.³

¹National Safety Council www.nsc.org

²AT&T Wireless Survey http://www.att.com/Common/about_us/txtng_driving/att_teen_survey_executive.pdf

³Virginia Tech Transportation Institute Research: www.vtti.vt.edu

