

AT&T and Ohio Department of Public Safety Recognize Clermont County Teens

Creative Concept From Recent Williamsburg Grads Will Help Discourage Smartphone Driving Distractions

WILLIAMSBURG, Ohio, Oct. 4, 2016 — AT&T*, the Ohio Department of Public Safety (ODPS) and Williamsburg High School are recognizing recent graduates Hayley Drake, Jared Marsh and Niklas Shoemake for their entry in the *It Can Wait/Safer Ohio* Video Challenge.

These and 3 other Ohio teens' entries have been selected. Each submitted ideas for video messages discouraging smartphone driving distractions. They will see their ideas put to work in short videos encouraging Ohioans to keep their eyes on the road, not on their phone.

"I'd like to congratulate Hayley, Jared and Niklas," said State Representative Doug Green. "People in Clermont County can solve problems when we work together. Distracted driving is a problem that presents a danger for all of us. When these teens decided to send in their idea, they gave us another way to tackle the problem. I thank them for caring enough to get involved."

Students from Ohio high schools were encouraged to submit their ideas for the Video Challenge earlier this year. The Williamsburg teens' idea involves illustrating the many dangers that can materialize in the few seconds it takes to be distracted by smartphone behaviors.

"All of us are put at risk by distracted driving on our roads," said ODPS Director John Born. "I thank Hayley, Jared and Niklas for sharing their creativity and helping us remind drivers how real the dangers are."

"Every car on the road carries someone else's children, grandparents or loved ones," said AT&T Ohio President Adam Grzybicki. "Let's keep them safe. The idea that Hayley, Jared and Niklas provided will help us encourage more Ohioans to take a pledge that they will not drive distracted. It can wait."

It Can Wait is a national movement that began with a focus on not texting and driving. It has since expanded to the broader dangers of smartphone use behind the wheel. Research shows that 7-in-10 people engage in smartphone activities while driving.** People are doing much more than texting from behind the wheel.

To drive home the message and announce the Williamsburg teens' selection, AT&T brought an *It Can Wait* distracted driving simulator to Williamsburg High School. Students could



experience firsthand how dangerous it is to take their eyes off the road and glance at a phone.

Since its launch in 2010, the *It Can Wait* campaign has:

- Helped grow awareness of the dangers of smartphone distracted driving to more than 90% of audiences surveyed.
- Inspired [more than 10 million pledges](#) to keep their eyes on the road, not on their phones.
- Collaborated with AT&T data scientists on [research](#) that shows how statewide anti-texting laws impact the rate of texting while driving.

AT&T is striving to reach 16 million *It Can Wait* pledges by the end of 2016.

Visit ItCanWait.com to help meet that goal. Follow [@ItCanWait](#) to learn more about the campaign and pledge activities taking place around the country.

* 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.

**Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day. Additional information available [here](#).

About AT&T

AT&T Inc. ([NYSE:T](#)) helps millions around the globe connect with leading entertainment, mobile, high speed internet and voice services. We're the world's largest provider of pay TV. We have TV customers in the U.S. and 11 Latin American countries. We offer the best global coverage of any U.S. wireless provider.* And we help businesses worldwide serve their customers better with our mobility and highly secure cloud solutions.

Additional information about AT&T products and services is available at <http://about.att.com>. Follow our news on Twitter at [@ATT](#), on Facebook at <http://www.facebook.com/att> and YouTube at <http://www.youtube.com/att>.

© 2016 AT&T Intellectual Property. All rights reserved. AT&T, the Globe logo and other marks are trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks contained herein are the property of their respective owners.

*Global coverage claim based on offering discounted voice and data roaming; LTE roaming; voice roaming; and world-capable smartphone and tablets in more countries than any other U.S. based carrier. International service required. Coverage not available in all areas. Coverage may vary per country and be limited/restricted in some countries.

For more information, contact:

Holly Hollingsworth
AT&T Corporate Communications
614-223-5711
holly.hollingsworth@att.com