



AT&T and Ohio Department of Public Safety Recognize Dayton-Area Teen

High School Junior's Creative Concept Will Help Discourage Smartphone Driving Distractions

CENTERVILLE, Ohio, Oct. 3, 2016 — AT&T* and the Ohio Department of Public Safety are recognizing Centerville High School junior Danielle Meyer for her entry in the *It Can Wait/Safer Ohio* Video Challenge.

Meyer's and 5 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.

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

Students from Ohio high schools were encouraged to submit their ideas for the Video Challenge earlier this year. Meyer's idea compares the driver's life to a story in a book, showing that smartphone distraction can lead to an abrupt and unexpected ending.

"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. Danielle's idea 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 Meyer's selection, AT&T brought an *It Can Wait* distracted driving simulator to the AT&T store in Meyer's Centerville neighborhood. Visitors 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.

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**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](#).

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