



News Release

For more information, contact:

Jessica Erickson, AT&T

608-692-5340

Jessica.Erickson@att.com

Students at Lake Crystal Wellcome Memorial High Urged to Take Pledge to Keep Eyes on the Road, Not on Their Phones

AT&T and Minnesota Safety Council Bring Virtual Reality Driving Simulator to School to Highlight Dangers of Distracted Driving

LAKE CRYSTAL, Monday, May 16, 2016 – Students at Lake Crystal Wellcome Memorial (LCWM) High School learned today about the dangers of smartphone activities while driving and had the chance to experience the dangers firsthand when the AT&T *It Can Wait* virtual reality driving simulator visited the school.

AT&T and the Minnesota Safety Council brought the simulator to LCWM High School as part of the [*It Can Wait*](#)[®] campaign to remind students that smartphone activity should wait until after driving. Teens were also encouraged to sign a pledge to keep their eyes on the road and not on their phones.

"Many drivers today, especially teens, are texting or focusing on their phones when their attention should be on the road," said Principal Brian Hansen. "We feel it is very important to educate our students on the dangers of smartphone activities while driving. We are happy to host the AT&T It Can Wait simulator as we wrap up several distracted driving awareness events at LCWM High School."

From April to May, LCWM High School has hosted a series of distracted driving awareness events, including a roll over simulator, a distracted driving speaker and a speaker from the Minnesota State Patrol.

The *It Can Wait* simulator is visiting LCWM High School as part of AT&T's nationwide tour to raise awareness about the dangers of distracted driving.

The effort is part of AT&T's [*It Can Wait*](#)[®] campaign, which has expanded from a focus on texting while driving to include other smartphone activities now common behind the wheel.

"When we launched the *It Can Wait* campaign five years ago, our message was simple – no text is worth a life," said Paul Weertz, president of AT&T Minnesota. "The same applies to other smartphone activities. We are urging drivers, especially teens, to keep their eyes on the road and not on their phones."

In Minnesota, it is illegal for drivers to read, compose or send texts/emails, and access the Internet on a wireless device while the vehicle is in motion or a part of traffic, such as at a stoplight or stuck in traffic.

“There is no doubt that texting while driving is a dangerous mix,” said State Senator Julie Ann Rosen. “And even though it’s against the law, we know some drivers are text messaging on their phones when they shouldn’t be. Campaigns like *It Can Wait* are a great way to raise awareness about the dangers and help encourage young people to put their phones down when they are driving.”

New [research](#) from AT&T shows 7 in 10 people engage in smartphone activities while driving. Texting and emailing are still the most prevalent, but 4 in 10 drivers also tap into social media. Over 25 percent are on Facebook, 1 in 7 are on Twitter, almost 3 in 10 surf the net, and surprisingly, 1 in 10 video chat.

AT&T first launched the *It Can Wait*[®] campaign in 2010 to educate the public about the dangers of texting while driving and encourage people to take the pledge to not text and drive at www.ItCanWait.com.

The *It Can Wait* campaign has inspired over 8 million pledges not to text and drive across the country. Visit www.ItCanWait.com to learn more.

The Minnesota Safety Council is a not-for-profit organization dedicated to preventing injuries on the road, at work, at home, and in the community. For more information, see www.minnesotasafetycouncil.org.

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.