

NEWS

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AAA Mid-Atlantic, Lawmakers, and Traffic Safety Partners Launch Distracted Driving Campaign:

“DON’T DRIVE INTOXICATED. DON’T DRIVE INTExTICATED.”



Don't drive intoxicated.
Don't drive intExTicated.

A sobering message from AAA

- WHO:** **Assemblyman Benson – Chairman of the Assembly Transportation Committee**
Assemblywoman Murphy –Vice Chairwoman of the Assembly Judiciary Committee
Eric Heitmann – Director, NJ Division of Highway Traffic Safety
Charles Donato – Toni & Baby RJ Foundation- In 2011, Toni Donato Bolis and her unborn son were killed in a motor vehicle crash caused by a distracted driver using a cell phone. Toni was less than a mile away from her home in Sewell, NJ, and less than 36 hours away from giving birth to her second child, Ryan Jeffrey.
Wendy Berk, Vice President, New Jersey Brain Injury Alliance
Tracy Noble – Manager, Public & Government Affairs, AAA Mid-Atlantic
- WHAT:** AAA official launch of New Jersey’s “Don’t drive Intexticated” campaign
- WHEN:** April 15, 2019, 1:00 p.m.
- WHERE:** New Jersey State House Annex, 131-137 West State Street, Trenton, NJ 08625
Room 13, 4th Floor
- WHY:** AAA Clubs, New Jersey officials and traffic safety partners are coming together during Distracted Driving Month to urge New Jersey motorists to pledge to eliminate

distractions while driving. AAA's campaign "Don't Drive Intoxicated—Don't Drive Intexticated" was created with the goal of making distracted driving socially unacceptable—just as socially unacceptable as drinking and driving. The two are comparably dangerous and deadly.

Every day, distracted drivers kill an average of nine people and injure 1,000, according to the National Highway Traffic Safety Administration. It is the third leading cause of driver-related crash fatalities, only surpassed by speeding and driving under the influence. These crashes are the result of a choice that is completely avoidable.

AAA provides automotive, travel and insurance services to 59 million members nationwide and nearly two million members in New Jersey. AAA advocates for the safety and mobility of its members and has been committed to outstanding road service for more than 100 years. The not-for-profit, fully tax-paying member organization works on behalf of motorists, who can now map a route, find local gas prices, discover discounts, book a hotel and track their roadside assistance service with the AAA Mobile app for iPhone, iPad and Android. For more information, visit www.aaa.com.

