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Local SUBWAY® Restaurants Kick Off W8 2 TXT Campaign

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Distracted driving is a major safety risk on South Carolina roads and text messaging is by far the most alarming distraction. That is why local SUBWAY® restaurants have partnered with the South Carolina Department of Public Safety (SCDPS) to urge drivers to wait to send text messages - or W8 2 TXT - until they have stopped driving.

Teen drivers are a focus for the W8 2 TXT Campaign with kickoff events being held at high schools in five areas of the state: Aiken, Charleston, Columbia, Florence and Greenville. According to SCDPS, 110 young drivers between the ages of 15-24 died in motor vehicle collisions on South Carolina roadways in 2012. Nationally, motor vehi-

cle crashes continue to be the leading killer of young drivers. According to a Virginia Tech Transportation Institute Study, drivers who send text messages while driving are 23 times more likely to crash.

"We are grateful to join with the state highway patrol and local families of highway fatality victims to promote the health and safety of everyone in our community," said Ali Saifi, president and chief executive officer of Subway Development Corporation of

South Carolina Inc. "We want young drivers to be aware of the dangers of distracted driving and realize there is not a call or text that can't wait until you have stopped driving."

SCDPS will conduct driver safety presentations at schools throughout the state. Students

will have an opportunity to take the W8 2 TXT pledge at

these presentations. As a reminder not to text and drive, SUBWAY® restaurants will be giving away wristbands with the W8 2 TXT message. The wristbands will be available, free of charge, at participating SUBWAY® restaurants while supplies last.

Also starting in March, high-school students can visit

SUBWAYW82TXT.com to sign a virtual W8 2 TXT Pledge Wall and be counted in a high school challenge to win prizes. Contest details are available on the web site and the winners will be announced in April, which is National Distracted Driving Awareness Month.





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West Ashley High School members of Students Against Destructive Decisions (SADD) pledge not to text and drive after hearing LaTonia Wine speak about the tragic loss of her daughter Tamara Steward who died as a result of texting and driving. The March 13 presentation at the school was part of a safe driver initiative between high schools, the SC Department of Public Safety and SUBWAY® restaurants. The SADD students are leading the effort at the school. SADD advisor and school counselor Molly West said: "Mrs. Wine's story touched a lot of students and faculty and she was so brave to share it with us."