



PRESS RELEASE

FOR IMMEDIATE RELEASE

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April – National Distracted Driving Awareness Month

April is National Distracted Driving Awareness Month. In an effort to increase awareness and ultimately save lives, the Pleasanton Police Department will be working in cooperation with the Office of Traffic Safety, California Highway Patrol, and Impact Teen Drivers to increase education and enforcement efforts regarding the dangers of distracted driving.

During the month of April, the Pleasanton Police Department will join over 200 law enforcement agencies in California to focus their patrol efforts on drivers who are observed texting and talking on their mobile phones. While distracted driving can affect all drivers, young drivers are at a greater risk for being involved in a fatal collision. According to Impact Teen Drivers, these preventable collisions are the number one killer of teenagers.

The official US Government website for distracted driving, www.distraction.gov, shows that in 2013, collisions involving a distracted driver caused approximately 424,000 people to be injured and claimed the lives of 3154 others.

Through this enforcement and education effort, the Pleasanton Police Department is dedicated to reducing the number of collisions in our community and keeping drivers of all ages safe behind the wheel.