



Susana Martinez
Governor

Tom Church
Cabinet Secretary

April 9, 2015

Press Release

U Drive. U Text. U Pay. *Statewide Distracted Driving Crackdown*

Santa Fe – Texting, talking on the phone, changing radio stations and eating. If you're doing any of these while driving, you are creating a recipe for disaster. That recipe is called distracted driving, and it's becoming an epidemic on our roadways.

Case in point: There is a distracted driving crash every hour in the state of New Mexico, teens and adults included. Each day in the United States, more than nine people are killed in crashes involving a distracted driver.

To combat this, law enforcement across the state are stepping up efforts to crack down on distracted driving in the **U Drive. U Text. U Pay.** campaign, part of National Distracted Driving Awareness month. This includes enforcement of the anti-texting while driving state law as well as the use of non-hands-free cell phones while driving in municipalities where it is against the law.

The New Mexico Department of Transportation, Albuquerque Mayor Richard Berry, State Police and the Albuquerque Police Department invite you to help us kick off this campaign:

Date: Friday, April 10

Time: 10:00 a.m.

Where: Albuquerque Civic Plaza (Marquette Ave. NW between 3rd & 4th Streets)

(The NMDOT has provided over \$200,000 in funding for operations statewide under the state's DNTXT program. The department has partnered with the National Highway Traffic Safety Administration to inform the public about the U Drive. U Text. U Pay. mobilization.)

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