

October 1, 2014

Dear District Administrator:

Did you know studies show teens continue to text and drive, even though they know it's dangerous and against the law in Wisconsin? A recent survey shows that, while 97% of teenagers know texting while driving is dangerous, 75% say the practice is still common among their friends.

Texting is one of the most dangerous activities an individual can do behind the wheel. Even though Wisconsin bans the practice, we know too many people, especially our teens, still can't resist the temptation to text and drive.

We are writing today to let you know about a free, limited program you can bring to your high schools to help educate students on the dangers of texting and driving and encourage them to take the pledge to never text behind the wheel.

The *It Can Wait* campaign in Wisconsin is a partnership between the Wisconsin Department of Transportation's (WisDOT) Division of State Patrol, AAA and AT&T to hold events at high schools across the state to drive home the dangers of texting and driving.

During these events, students are shown a powerful AT&T documentary called "The Last Text" that shares real stories of lives altered or ended because of texting and driving. They are also given the chance to experience firsthand the dangers of texting and driving on AAA's distracted driving simulator. All students are then asked to take the pledge to never text behind the wheel at www.ItCanWait.com.

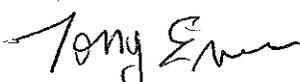
Since 2010, the State Patrol, AAA and AT&T have teamed up together to hold events at 58 high schools throughout Wisconsin, reaching over 26,000 teens. While the program is free, a limited number are held each school year, with the opportunity available to the first 25 schools that schedule an event.

DPI, in partnership with WisDOT, encourages you to consider bringing this important free program to your school.

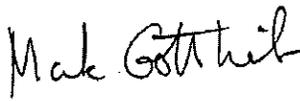
- For more information, please contact Jessica Erickson of AT&T at 608-282-7870 or jessica.erickson@att.com.
- For more information on the *It Can Wait* campaign, please visit www.ItCanWait.com.

Thank you for your efforts to help educate our young people on the dangers of texting and driving. The message is very simple: there is no text worth dying for.

Sincerely,



Tony Evers, PhD
State Superintendent



Mark Gottlieb, P.E.
WisDOT Secretary