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SCDPS, Local SUBWAY® Restaurants Kick Off W8 2 TXT Campaign

Safe Driving Initiative Aims to Curb Texting and Driving Among Teens

Charleston, SC, January 25, 2012 – Local SUBWAY® restaurants have partnered with the South Carolina Department of Public Safety to urge young drivers to wait to send text messages – or W8 2 TXT – until they are not behind the wheel. Five kickoff events are being held at high schools in five areas of the state to promote the W8 2 TXT message with students.

Motor vehicle crashes continue to be the leading killer of young people in our state and throughout the nation. Last year, 165 young drivers ages 15 to 24 died on our state's roadways. According to a Virginia Tech Transportation Institute Study, drivers who send text messages while driving are 23 times more likely to crash.

"We care deeply about the community. The distracted driving issue hit home for us when a tragic texting collision impacted our SUBWAY® restaurant family in 2010," said Ali Saifi, president and chief executive officer of Subway Development Corporation of South Carolina Inc. "We want everyone to understand the dangers of distracted driving and realize there isn't a call, text or status update that can't wait."

The Highway Patrol will conduct driver safety presentations at schools throughout the state during the week of January 30. 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 glow-in-the-dark wristbands with the W8 2 TXT message. The wristbands will be available, free of charge, at participating SUBWAY® restaurants while supplies last.

High-school students can also visit www.w82txtpledge.com to sign a virtual W8 2 TXT Pledge Wall and be counted in a high school challenge to win free subs for the entire school. Contest details are available on the web site and the winners will be announced in April, which is National Distracted Driving Awareness Month.

"Our troopers see the tragic consequences of distracted driving every day," said Col. Michael R. Oliver, commander of the SC Highway Patrol. "The dangers of distracted driving are made worse when coupled with young, inexperienced drivers. We hope every time teens look at that bracelet on their arm, they will be reminded of the deadly consequences of texting and driving."

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