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MEDIA ADVISORY

Charlotte, NC Allstate Agent Urges West Charlotte High School Students to “X the TXT”

- WHAT:** Allstate Agent **Keith Franklin** is encouraging West Charlotte High School students to join the more than 125,000 Americans who have pledged not to text and drive through Allstate’s “X the TXT” campaign by adding their thumbprints to a pledge banner as a symbol of their promise not to text and drive. Thumb bands given to participants serve as daily reminders to put their cell phones down behind the wheel and stay focused on the road.
- WHEN:** **Wednesday, December 14, 2011**
10:45 am - 12:30 pm
* Allstate Agent Keith Franklin will be on hand to speak with students about the dangers and texting and driving at **11:15 am** .
- WHERE:** **West Charlotte High School**
2219 Senior Drive
Charlotte, NC 28216
- WHY:** Texting is one of the most dangerous distractions facing drivers today, particularly among teens, of which car crashes are the number one killer. According to a recent Allstate Foundation study, 49 percent of driving teens admit to being extremely distracted by texting and instant messaging while driving. And, the National Highway Traffic Safety Administration reports driver distraction contributes to 25 percent of all police-reported traffic crashes.
- WHO:** The SAVE Chapter at West Charlotte High School will host the X the Text event, and Mr. Franklin will talk to the attendees about the dangers of driving while being distracted, including texting. Students, faculty and staff will be encouraged to take the pledge not to text and drive. The SAVE Chapter advisor at West Charlotte High School is Erica Nicholson. For more information on the “X the TXT” program, visit www.facebook.com/thumbsuppledge.

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About the National Association of Students Against Violence Everywhere:

SAVE started at West Charlotte High School in Charlotte, N.C. in 1989 following the tragic death of a student who was trying to break up a fight at an off-campus party. Students met first to console each other, then as an organization to promote youth safety and to work together to prevent future incidents from occurring. SAVE provides education about the effects and consequences of violence and helps provide safe activities for students, parents and communities. For more information on SAVE or starting a SAVE chapter, visit www.nationalsave.org, or contact SAVE at (866) 343-SAVE to receive free start-up materials and guidance.

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