

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:

[date]

CONTACT:

[NAME, PHONE, ADDRESS, EMAIL, etc]

[Insert School]

[SCHOOL NAME] TAKES THE TEXTLESS LIVE MORE CHALLENGE

Dear [Name],

We hope you will help us spread the word about the upcoming TextLess Live More event we are hosting on [date] at [location] to help build awareness about the deadly dangers of distracted driving.

Please consider joining our event as we pledge to not text and drive.

ABOUT TEXTLESS LIVE MORE

TextLess Live More is a student-led, peer-to-peer, national awareness campaign that aims to:

- End distracted driving permanently.
- Prevent tragic accidents and deaths caused by distracted driving.
- Educate and raise awareness about the dangers of texting and using all forms of social media behind-the-wheel.
- Teach young people to put down our phones and practice moments of phone-free living.

TextLess Live More was founded in honor of Merritt Levitan, an 18 year old who lost her life to a distracted driving.

On July 2, 2013, Merritt Levitan and six other bicyclists were pedaling through rural Arkansas when the group was hit by a car driven by a distracted, 21-year-old driver. Merritt died from brain injuries sustained in the accident. Below is her last Facebook communication, posted the day before the start of the fateful bike trip:



Merritt Levitan

June 18, 2013

Leaving tomorrow to bike across the US with Overland Summers! No phone or Internet or any other form of communication for 6 weeks. Super excited!

Merritt died July 3, 2013, a day after the Arkansas road incident, at Regional Medical Center, in Memphis, Tenn.

Classmates of Merritt's founded "TextLess Live More," a national awareness campaign to end distracted driving and save lives.

To-date, TextLess Live More has distributed over 10,000 TLLM Blue Bracelets and been presented in schools and organizations around the country. Over ¼ million people have watched the TLLM PSAs and been exposed to the TLLM message to end distracted driving and save lives.

You can learn more about TextLess Live More at

Textlesslivemore.org.

Please also watch Giancarlo Esposito of Breaking Bad narrate the TextLess Live More PSAs: [here](#) and [here](#).

Giancarlo Esposito



For your background information, here is some of the 2013 news coverage surrounding Merritt Levitan's death and life:

[BOSTON GLOBE](#)

[UK DAILY MAIL](#)

[BOSTON HERALD](#)

[MILTON ACADEMY](#)

We hope you will consider joining and covering this important event as we pledge to not text and drive and save lives.

I very much look forward to discussing this important campaign with you and can be reached at [[number](#)] or [[email](#)].

Sincerely,

[[NAME](#)]