

FOR IMMEDIATE RELEASE

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**Grieving Parents Demand Massachusetts Pass Bill to Prevent Deaths:
The Time Has Come to End Accidents caused by Distracted Cell Phone Drivers**

The nonprofit organization FocusDriven will hold a media event to remind legislators of the families who have lost loved ones to preventable cell phone distracted driver car accidents. A media event will be held to symbolize the vast number of car accidents that result from distracted cell phone drivers each year in the United States. Demonstrators will meet on the lawn of the Boston Common to emphasize the sheer number of preventable deaths caused by distracted drivers. Speakers from FocusDriven will then tell the personal stories of the emotional loss members have experienced, and why it is time for Massachusetts to stop this from happening again. In honor of commemorating the lives of their loved ones, the event will be held on Memorial Day, May 31st, 2010 from 2pm to sundown.

Shelley Forney, member of FocusDriven will be there to tell her daughter's story, "Erica was riding her bike home from school on November 25, 2008. It was the last day of school before Thanksgiving break. A woman driving a Ford Expedition looked down at her cell phone and struck Erica. The accident occurred just a few houses from our home. Two days later, on Thanksgiving Day, Erica died. She was just 9-years-old." She continues, "No call, email, or text message is worth more than a life." It is now Shelley and the other members of FocusDriven's mission to end these completely preventable deaths from cell phone drivers.

The data supporting their cause is clear: More than 50 peer-reviewed scientific studies have identified the risks associated with cell phone use while driving. The National Safety Council estimates that 25% of crashes—or 1.4 million crashes each year—are caused by drivers using cell phone. Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured (NHTSA). And currently, Massachusetts holds no bills governing the use of cell phones on the road.

FocusDriven knows that banning cell phone use while driving will save lives. The organization hopes that this year will be the year that Massachusetts will join the movement of the nation to come to understand that cell phone use is a danger to our security. It takes away the freedom to drive safely on public roadway. It is the Massachusetts legislation's duty to pass a bill that will maintain our security and protect our families.