[Company Name, Logo]

FOR IMMEDIATE RELEASE

[City, State] — [Date] — In an effort to combat the persisting epidemic of distracted driving, the National Distracted Driving Coalition reminds you that October 19, 2023, is National Do Not Disturb While Driving Day. This initiative aims to raise awareness about the risks associated with cell phone use while driving and educate the public about a simple yet effective feature that can help drivers stay focused on the road.

Distracted driving remains a significant threat to road safety and [Company Name] encourages everyone to us the “Do Not Disturb While Driving” feature on their smartphones. [Company Spokesperson] says, “Technology is part of the problem. We hope technology will also be part of the solution to distracted driving.”

The 'Do Not Disturb While Driving' feature is readily available on both iPhone and Android devices and can be configured to activate automatically when driving. Utilizing the phone's sensors and connectivity, it determines if the user is driving and temporarily blocks incoming notifications. However, past research reveals that only 1 in 5 iPhone users have this feature set to activate automatically while driving. This discrepancy is largely due to lack of awareness or understanding of how the feature operates, as well as the default "opt-in" setting on many devices.

“Turn this setting on and leave it on,” said Joel Feldman, founder of the Casey Feldman Foundation and EndDD.org. “It took my daughter being killed by a distracted driver for me to commit to being more focused behind the wheel. It shouldn’t take a tragedy for each of us to make that decision. Enabling this setting is a quick and easy step that we can all take right now."

We ask that you share this safety message on social media using the hashtag #DNDWD23 and #FocusOn.

For more information about [Company Name], please visit [Company Website].

Media Contact:

[Media Contact Name]

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For more information about Do Not Disturb While Driving Day, please visit https://usnddc.org/.