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AT&T Brings “It Can Wait” Campaign to ABAC

TIFTON– AT&T and Abraham Baldwin Agricultural College recently partnered to bring the “It Can Wait” campaign to the ABAC campus. “It Can Wait” addresses the dangerous practice of smartphone driving distractions.

Research shows that seven in 10 people engage in smartphone activities while driving, and they are not just texting. To relay this message, AT&T brought a virtual reality simulator to the campus of ABAC so that students, faculty, and staff could get the 3D experience of just how dangerous it can be when you take your eyes of the road to answer a phone call or text.

ABAC President David Bridges said, “While smartphones are becoming more essential to our daily lives, we want our students and staff to be safe while they are behind the wheel. We welcome AT&T to campus and look forward to many new pledges from the ABAC community not to text and drive.”

The “It Can Wait” campaign began in 2010. It is a national movement that urges drivers to visit www.ItCanWait.com, where they can pledge to keep their eyes on the road, not on their phones, and share their pledge with others via social media. That campaign initially focused on
not texting and driving but has now expanded to the broader dangers of smartphone use behind the wheel.

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