**EMBARGOED UNTIL APRIL 1 AT 12 A.M.**

***Put the Phone Away or Pay* is a new tagline and should not be referenced or used in press/promotional material until the campaign kicks off on April 1, 2024.**

**Distracted Driving Enforcement
Social Media
Facebook, X, Instagram**When posting to X and Instagram, consider adding trending or relevant hashtags, like
#JustDrive, to any of the below posts:

1. When you’re behind the wheel, you must focus on one task: safe driving. Anytime you shift your attention from driving, you're distracted. Put the Phone Away or Pay. 📵
2. The consequences of distracted driving are serious. Deadly serious. 💀 Remember: Put the Phone Away or Pay. 📵
3. Officers are out to protect you! 👮 April 4-8, law enforcement will double-down on distracted-driving enforcement. Don’t forget: Put the Phone Away or Pay. 📵
4. April 4-8, law enforcement will be on the lookout for distracted drivers, and they will ticket law violators! Don’t forget: Put the Phone Away or Pay. 📵
5. We’re joining forces across the nation! From April 4-8, law enforcement will commit to enforcing texting bans and reducing distracted-driving practices. Put the Phone Away or Pay. 📵