



Sporting Events, Assemblies and Play Announcements

How to Use

Brief messages that can be read during halftime, timeouts, breaks and intermissions.

There is no excuse. Even if it's just for a second. No update, post, score, highlight or text is worth a life. AT&T reminds you that behind the wheel, everything on your phone can wait. So, please don't drive distracted. It Can Wait. Take the pledge at ItCanWait.com.

Prevalence of Distracted Driving

*Nearly 9-in-10 people engage in smartphone activities while driving.*¹

That's why it's important to remember *It Can Wait*®. Take the pledge to never drive distracted and join the movement at ItCanWait.com.

Speak Up

*57% of people are more likely to stop driving distracted if a friend or passenger pressures them to.*¹

People seem to drive a little bit safer when they feel responsible for someone else's safety. So, talk to your better half, your BFF and the one person you can't live without and encourage them to stop driving distracted.

Take the pledge to never drive distracted and join the movement at ItCanWait.com.

¹ Source: Online survey with 7,505 respondents (total distracted drivers n=6,438) conducted by Kantar Added Value. Ongoing survey, data represented here were collected January 2017- December 2017. National panel sample (ages 15-54, drive, and have a smartphone).