



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 you're never alone on the road. Distracted driving is never OK. It Can Wait. Take the pledge at ItCanWait.com.

Prevalence of Distracted Driving

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

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

You're Never Alone

*36% of drivers look at their smartphone when there's a passenger in the car with them versus 64% of drivers who look when they're alone.*²

People seem to drive a little bit safer when they feel responsible for someone else's safety. But the truth is, no matter who's in the car, you're never alone on the road and distracted driving is never OK.

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

¹ Source: Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day.

² Source: Cellphone survey with 1,003 respondents conducted by Braun Research. Survey fielded August 18-23, 2015. Nationally representative sample (ages 16-65, drive and use smartphone apps).