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## NEWS RELEASE

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### **SHERIFF GOLDEN CRACKS DOWN ON DISTRACTED DRIVERS THROUGH DISTRACTED DRIVING ENFORCEMENT AND EDUCATION CAMPAIGN**

*UDrive, UText, UPay,*

**Monmouth County:** The Monmouth County Sheriff's Office along with its partners in law enforcement continue the crack down on distracted drivers during the month of April as part of New Jersey's *UDrive, UText, UPay*, enforcement campaign.

Beginning April 1, which marks the start of Distracted Driving Awareness Month, and running through April 21, the high visibility law enforcement initiative will target motorists who engage in dangerous distracted driving behaviors, such as talking on hand-held cell phones and sending text messages while driving.

"We have seen too many crashes on our roadways as a result of distracted driving and this campaign will hopefully raise awareness of the dangers," said Sheriff Shaun Golden. "Texting and talking on a cell phone while driving, is irresponsible and illegal. It takes the focus off of the roads and may have deadly consequences that otherwise could be avoided."

According to the National Highway Traffic Safety Administration in 2014 alone, 3,179 people were killed in distracted driving crashes and an estimated 431,000 people were injured in motor vehicle crashes involving a distracted driver.

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In a recent survey conducted by the FDU PublicMind Poll for the Division of Highway Traffic Safety, 67% of respondents said they “very often” see people driving and talking on a hand held cell phone, 42% of respondents said they “very often” see driver’s texting.

The campaign is being carried out during the month of April, which the National Safety Council has designated as Distracted Driving Awareness Month. The New Jersey campaign is modeled after similar successful high visibility enforcement programs such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*.

In addition, the Monmouth County Sheriff’s Office remains a leader in an effort to keep drivers safe through its program, *Distracted Driving –Seconds that Could Change or End Your Life* which is conducted at schools throughout Monmouth County. During the month of April presentations will be held at Middletown North, Asbury Park, Marlboro and Biotechnology High Schools and the Monmouth County Library Headquarters in Manalapan.

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