



UNITE's Arrive Alive Tour 2013 Program to Educate on Dangers of Texting While Driving and Drunken Driving

All Media Outlets are Encouraged to Attend

Lemoyne-Owen College is offering a distracted and drunken driving education program for students. The Arrive Alive Tour from UNITE will visit:

**Lemoyne-Owen College
(Main Campus Lawn)
807 Walker Avenue
Memphis, TN 38126
August 27, 2013
10:00 am - 4:00 pm**

If you have any questions, or for more information, please call Patrick DeGrasse at 888.436.3394. UNITE's Arrive Alive program uses a high-tech simulator, impact video, and a number of other resources to educate students about the dangers of drunk driving and texting while driving. The simulator allows students to experience, in a controlled environment, the potential consequences of drunk and distracted driving.

One of the most commonly recognized driving distractions is cell phone use. About 89 percent of all Americans have a cell phone, according to CTIA – The Wireless Association. Drivers under 20 years old have the highest proportion of distraction-related fatal crashes, according to the National Highway Traffic Safety Administration. Their lack of driving experience can contribute to critical misjudgments if they become distracted. Not surprisingly, they text more than any other age group and the numbers of young drivers who text is only increasing.

UNITE brings health and wellness programs to high school and college campuses across the nation. Their programs are designed to heighten awareness to the dangers and consequences of drunk driving and distracted driving. Their follow-up programs have a powerful impact on students to reinforce the subjects that schools and parents teach them daily.

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