UNITE’s Arrive Alive Tour® 2014 visits LeMoyne-Owen College

Featuring virtual reality distracted driving & drunken driving simulator

WHO: Unite, Arrive Alive Tour and LeMoyne-Owen College

WHAT: Virtual reality distracted driving & drunken driving program.

WHEN: Monday, September 29, 2014 10 a.m. – 4 p.m.
(Ideal time for media opportunity is noon.)

WHERE: LeMoyne-Owen campus student center parking lot, 807 Walker Avenue

BACKGROUND: UNITE’s Arrive Alive Tour® program uses a high-tech simulator, impact video, and a number of other resources to educate the public about the dangers of drunken driving and texting while driving. The simulator allows students to experience the potential consequences of drunken and distracted driving in a controlled environment.

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 number 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 drunken 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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