

DETROIT, MI, October 12, 2013 **/24-7PressRelease/** -- Detroit, Michigan - In an effort to make our roads safer, Detroit Michigan Panthers Youth Organization (DMPYO) announced today that they have joined the National Highway Traffic Safety Administration's "One Text or Call Could Wreck It All" campaign to stop distracted driving. DMPYO has pledged their support to help spread the message that distracted drivers are not only a danger to themselves, but everyone else on the road. DMPYO is kicking off their campaign with a concert and rally featuring local Detroit artist HighRollersMusic, D.E.R.Y.L., the smooth sounds of Madame Coco, and more!

DMPYO is bringing the Distracted Driving Peer Simulator Car by Peer Awareness, a nonprofit organization in Grand Rapids, MI. The Distracted Driving Peer Simulator Car has travelled all over the country demonstrating the dangers of distracted drinking and texting driving. Now, this realistic experience is available for the community to try. "The experience starts with the driver sitting behind the wheel of an actual vehicle and wearing goggles displaying distracted and impaired driving on virtual road. The driver has to try to manage controlling the car under these conditions. Teen and young adult drivers around the U.S. feel it is a great way to learn the true ramifications of distracted and impaired driving."

"We all know that talking on a cell phone while driving is distracting, I was almost hit crossing the street by driver who was texting and driving," said Markell Hardy, DMPYO Youth Voices Committee & Panthers Football. This effort is intended to educate our community about the dangers of cell phone use and other distractions while driving. We hope that once people take a ride in the Peer Simulator car they will realize the danger involved, and change their driving habits to help protect themselves, their families, and others on the road.

In 2010, 3,092 people were killed in crashes involving a distracted driver and an estimated additional 416,000 were injured in motor vehicle crashes involving a distracted driver. That same year, eleven percent of fatal crashes were reported as distraction-affected crashes. In Michigan texting while driving is against the law.

While anything that takes your eyes off the road, hands off the wheel, or mind off the task of driving is a hazard, there is heightened concern about the risks of texting while driving because it combines all three types of distraction - visual, manual and cognitive.

DMPYO distracted driving effort focuses on ways to change the behavior of drivers through public awareness and education, the same activities that have curbed drunk driving and increased seat belt use. DMPYO's campaign will advocate for educational programs to teach teens and adults about the hazards of texting while driving.

Detroit Michigan Panthers Youth Organization "One Text or Call Could Wreck It All" Rally and Concert

Written by Australian Business

"Every driver in Southeastern Michigan has a role in this effort", said Dustin Campbell, DMPYO Community Relations Director and Board member. "However, we especially want to reach out to parents with teen drivers because we know that statistically, the under-20 age group had the highest proportion of distracted drivers involved in fatal crashes".

DMPYO's goal with this campaign is simple - save lives by getting drivers to remember that "One Text or Call Could Wreck It All".

"Distracted driving is an epidemic on America's roadways, and we're doing our part to help put an end to it", said U.S. Secretary of Transportation Ray LaHood. "Texting and cell phone use while driving is extremely dangerous, and we know simply getting drivers to turn their phones off when they get behind the wheel will make our roads significantly safer. Efforts like this one will help us put an end to distracted driving, and we encourage your support of this program to help save lives in your community".

For more information about distracted driving, please visit <http://www.dmpyo.org>, <http://www.itcanwait.com>, <http://www.distraction.gov>, or you can contact Dustin Campbell or Edythe Ford at Detroit Michigan Panthers Youth Organization, 313.693.9522, dmpyo@comcast.net.

DMPYO is sponsored by Applause! Access to Dream, a 501 3 nonprofit organization and all gifts are used to support Detroit youth are tax deductible.

MEDIA, SCHOOLS, VENDORS, SPONSORS NEEDED CONTACT: Dustin Campbell or Edythe Ford, 313.693.9522, dmpyo@comcast.net

Detroit Michigan Panthers Youth Organization "One Text or Call Could Wreck It All" Rally and Concert

DUE TO THE UNEXPECTED LARGE RESPONSE FROM THE COMMUNITY, THE CONCERT IS RESCHEDULED TO: Saturday NOVEMBER 2, 2013 The Fun Starts at 12 NOON Panther Field 8181 Greenfield, Detroit - Just South of Joy Rd.

BRING A CHAIR - LIMITED BLEACHER SEATING AVAILABLE

12 NOON Experience Texting While Driving the Peer Awareness Simulator Car4 pm Concert & Rally - Main FieldFeaturing Performances by HighRollersMusic,HMG-Hickson Music Group, D.E.R.Y.L.,Mix Factory Studio, & Chechi Saraii&In the Learning/Warming Tent The Sultry Sounds of Madame Coco & GuestCard and Board Games, Take the ATT No Texting & Driving Pledge, Safety & Community Resource Information, and more!

We will have Bonfires and Warming Stations to keep you toasty warm!

ADULTS FREE if you take the DMPYO "No Texting & Driving Pledge"

FREE FOR YOUTH 0-17!!\$10 donation without pledge FB: dmpy.org Twitter: @dmpyo
Instagram: dmpyo <http://www.dmpyo.org>