

RED THUMB ANTI-TEXTING CAMPAIGN SWEEPING ACROSS NORTH TEXAS

Nearly 40 Partners Now a Part of NTTA Campaign Urging Drivers to Put Down the Phone and Just Drive

PLANO, Texas – Nov. 16, 2017 – Just in time for the busiest travel days of the year, NTTA has added 15 new partners to its Red Thumb safety program aimed at eliminating texting while driving. It's now against the law in Texas to send a text while driving, and these partners want drivers to know.



NTTA's Red Thumb campaign urges drivers to make some part of their thumbs red as a visual reminder to keep their hands on the wheel and eyes on the road at all times. Our original 22 municipal, transportation and community partners have distributed more than 110,000 NTTA-branded Red Thumb bands bearing the reminder "W82TXT" (wait to text).

"Studies show that at any given moment, 660,000 drivers across America are texting and driving," said NTTA Assistant Executive Director of Infrastructure Elizabeth Mow. "NTTA and its partners are working to change that."

Driving distractions fall into three categories: visual (eyes off the road), manual (hands off the wheel) and cognitive (mind off the road). Texting while driving is especially dangerous as it combines all three bad behaviors.

NTTA urges all drivers to stay safe on the road during this holiday season.

NTTA welcomes its newest partners:

Allen	Plano
Arlington	Collin County
Burleson	Grand Prairie Police Department
Denton	Plano Fire-Rescue
Fairview	Richardson Police Department
Fort Worth	Baylor Institute for Rehabilitation
Lewisville	PrimaCare Medical Center
Mansfield	

For more information about NTTA's Red Thumb program, watch this [newly released video](#).

About NTTA

[The North Texas Tollway Authority](#), a political subdivision of the state of Texas, is authorized to acquire, construct, maintain, repair and operate turnpike projects across the north Texas region. The [nine-member board](#) is comprised of Chairman Kenneth Barr; Vice Chairman Bill Moore; and Directors William D. Elliott, Mojoy Haddad, John Mahalik, Michael Nowels, George “Tex” Quesada, Carl O. Sherman and Jane Willard.

NTTA serves Collin, Dallas, Denton, Tarrant and Johnson counties and owns and operates the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge, Mountain Creek Lake Bridge and Chisholm Trail Parkway. NTTA raises capital for construction projects through the issuance of turnpike revenue bonds. NTTA toll projects are not a part of the state highway system and receive no direct tax funding. Tolls are collected to repay debt and to operate and maintain the roadways.

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