

## **WILL YOU HELP NTTA END DISTRACTED DRIVING?**

*Red Thumb Program Urges Drivers not to Text Behind the Wheel*

**PLANO, Texas – May 10, 2018** – This is Red Thumb Day, when people across the world color some part of their thumbs red in an effort to end texting while driving. The North Texas Tollway Authority (NTTA) encourages drivers to keep their thumbs off their phones, hands on the wheel and eyes on the road whenever they drive.

“Driving while ‘intexticated’ is now illegal in Texas,” said NTTA Director of System and Incident Management Eric Hemphill. “Since 2015, the Red Thumb program has promoted a simple idea: ‘Stay Alive. Just Drive.’ ”

Thumb bands are available for free at any NTTA [Customer Service Center](#). Drivers can also paint a thumb nail red or use their creativity to remind themselves to put their phones down while driving.

Data shows those who text while driving are 23 percent more likely to be involved in a crash.

With nearly 40 municipal and community partners throughout North Texas, more than 120,000 specially made NTTA “W8 2 TXT” (wait to text) thumb bands are on drivers’ thumbs.

Drivers can join NTTA’s Red Thumb movement via social media: [Facebook](#) and [Twitter](#), using the hashtag #RedThumbNTTA.

### **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 Lynn Gravley, Mojy Haddad, John Mahalik, Michael Nowels, George “Tex” Quesada, Carl O. Sherman and Jane Willard.

NTTA serves Collin, Dallas, Denton, Tarrant, Johnson and Ellis 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, Chisholm Trail Parkway and 360 Tollway. 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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