



NORTH TEXAS TOLLWAY AUTHORITY

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NTTA Celebrates Five Years Leading Distracted Driving Awareness Program

Every Day, Distracted Driving Kills Nine People in US

PLANO, Texas – June 8, 2020 – NTTA has led the [Red Thumb](#) don't-text-and-drive program in North Texas for five years with the help of more than 50 [partners](#), including cities, first responders, driving schools, transportation providers and other local businesses and organizations.

Together, NTTA and its partners have worked to increase awareness about the dangers of texting while driving, distributing 150,000 "W8 2 TXT" (wait to text) Red Thumb bands to serve as a visual reminder to drive phone-free. NTTA won an [international industry award](#) for the program in 2017.

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

Nearly 400 people died in distracted driving crashes across Texas in 2018 even after legislators banned using a cell phone while driving in 2017.

Three types of distraction can affect a driver's ability to see and respond to other vehicles or obstacles: visual, manual and cognitive. Texting while driving involves all three types, making it the most dangerous.

This week, NTTA's Red Thumb partners are helping to get more drivers part of this program by sharing awareness messages in their social media channels.

NTTA is asking other community members and business owners to [become a Red Thumb partner](#) to help spread the word about the dangers of texting while driving.

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 John Mahalik; Vice Chairwoman Jane Willard; and Directors Tim Carter, Lynn Gravley, Mojoy Haddad, Pete Kamp, Marcus Knight, Scott Levine and George "Tex" Quesada.

NTTA is composed of member counties Dallas, Denton, Collin and Tarrant. It also serves Ellis and Johnson counties. NTTA 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. It 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.