



Susana Martinez
Governor

Tom Church
Cabinet Secretary

FOR IMMEDIATE RELEASE

October 11, 2016

MEDIA CONTACT:

Emilee Cantrell
(505) 469-8243 or Emilee.cantrell2@state.nm.us

New Mexico Department of Transportation Unveils Powerful TV Ad to Fight Texting While Driving

Albuquerque, NM – Today, the New Mexico Department of Transportation unveiled the latest powerful TV ad to fight texting while driving. The ad features a mother and her two sons traveling to and from soccer practice. Throughout the ad, the mom texts and drives, swerving in and out of the lanes until she crashes into a truck head on.

“No text message is worth causing a car crash and killing a family, or yourself – it’s that simple,” Governor Susana Martinez said. “We know it’s a lethal distraction, and we know it’s preventable. There is no excuse. New Mexicans deserve to be safe behind the wheel, and we need to continue doing all that we can to end distracted driving in our state once and for all. The new ad is another step in that direction.”

The new ad – [available online here](#) – will play throughout this week on TV and radio. According to the National Highway Traffic Safety Administration, in 2014 distracted driving contributed to 16 percent of U.S. traffic crashes. In New Mexico alone, distracted driving has caused 274 fatal car crashes in just two years.

“We are always looking for ways to keep our roads safer and save lives,” NMDOT Secretary Tom Church said. “Every driver can help us do that. Simply put down your phone and keep your eyes on the road. If it can’t wait, pull over to the side of the road. Find a parking lot. Wait five minutes to get home. It’s never worth the risk.”

The new ad is the latest effort by Governor Martinez and her administration to fight distracted driving in New Mexico. The DNTXT campaign includes ads, billboards, and other materials to remind New Mexicans of the dangers of distracted driving. Additionally, in 2014 Governor Martinez signed legislation prohibiting texting while driving in New Mexico, except when summoning medical or other emergency help.

###