



# CITY OF PULLMAN WASHINGTON

## Police Department

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

March 31, 2015  
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### **Distracted Driving Enforcement Campaign: “U Drive. U Text. U Pay”**

**PULLMAN** – For the second year in a row, the Pullman Police Department will join more than 100 other law enforcement agencies in Washington State in cracking down on distracted drivers as part of the National Distracted Driving Enforcement Campaign.

Between April 1 and April 15, high visibility enforcement efforts will target motorists who are observed talking on handheld cell phones and sending text messages. The slogan of the national campaign is “U Drive. U Text. U Pay.”

A kick-off event for the campaign will take place in Spokane on April 1. At the event, Jim and Lisa Thompson will unveil a road sign to be erected this spring at the site between Colfax and Pullman where their son, Sam, died after he crossed the center line while texting and driving. The statewide patrols will be conducted in honor of Sam.

These and all extra patrols are part of Target Zero, an effort to end traffic deaths and serious injuries in Washington by 2030. For more information, visit [www.targetzero.com](http://www.targetzero.com).

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