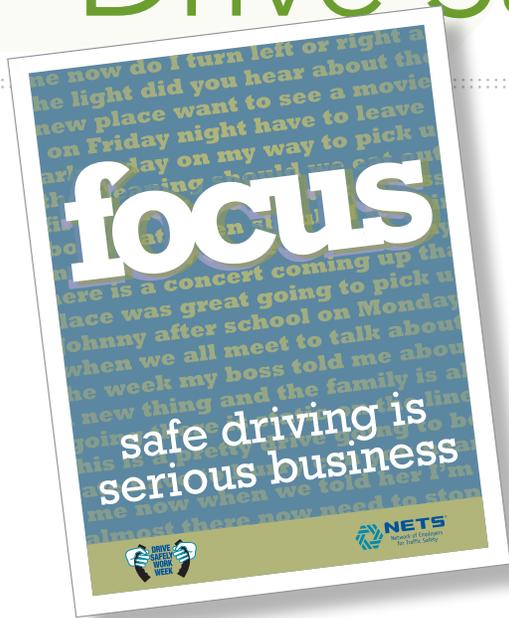


October 4-8, 2010

Drive Safely Work Week



"The campaign is a call to action for employers to do something to curb distracted driving. Whether it's reinforcing or strengthening an existing cell phone policy, preparing employees for the launch of a new policy or simply raising awareness of the issue through education, the Drive Safely Work Week campaign provides meaningful tools and activities to help accomplish any of these objectives."

Bill Windsor

NETS Chairman

Nationwide Insurance
Associate Vice President – Safety

The Network of Employers for Traffic Safety (NETS) in partnership with the U.S. Department of Transportation announces the launch of Drive Safely Work Week 2010: *Focus... Safe driving is serious business.* The 2010 DSWW tool kit can be downloaded FREE through September 20 via the NETS website at <http://www.trafficsafety.org/dsww-materials>.

The 2010 campaign materials focus on the dangers of distracted driving, particularly as related to the use of cell phones and texting. The program provides meaningful activities to:

- Help prepare an organization for the launch of a new cell phone policy;
- Reinforce an existing policy; or
- Build awareness on the issues related to distracted driving and help develop strategies to minimize the danger.

The campaign tool kit is entirely web-based, providing downloadable activities and tools for each day of the campaign week. Tool kit components include:

- **FACT/TIP SHEETS** ON THE CAMPAIGN ISSUES
- **INTERACTIVE** QUIZZES AND TOOLS
- **DAILY ACTIVITIES** AND COMMUNICATIONS MESSAGES
- DOWNLOADABLE **GRAPHICS**

Download your FREE DSWW tool kit today!

To preview the campaign materials, visit <http://trafficsafety.org/drivesafelyworkweek/>

The DSWW campaign has been sponsored by the Network of Employers for Traffic Safety (NETS) since 1996. Although the national observance of the campaign takes place each year during the first week of October, the materials are not dated and can be used throughout the year for continued promotion of safe driving practices.

For questions on downloading materials, please contact lstevens@trafficsafety.org.

For more information on NETS, visit www.trafficsafety.org