



A TEXT IS A 5 SECOND
BLINDFOLD





5 SECOND
FOLD

Law enforcement officers are cracking down.

EYES ON THE ROAD. NOT ON YOUR PHONE.

Texting while driving is against the law in Colorado.
With distracted driving-related accidents on the rise, it's time to prioritize.

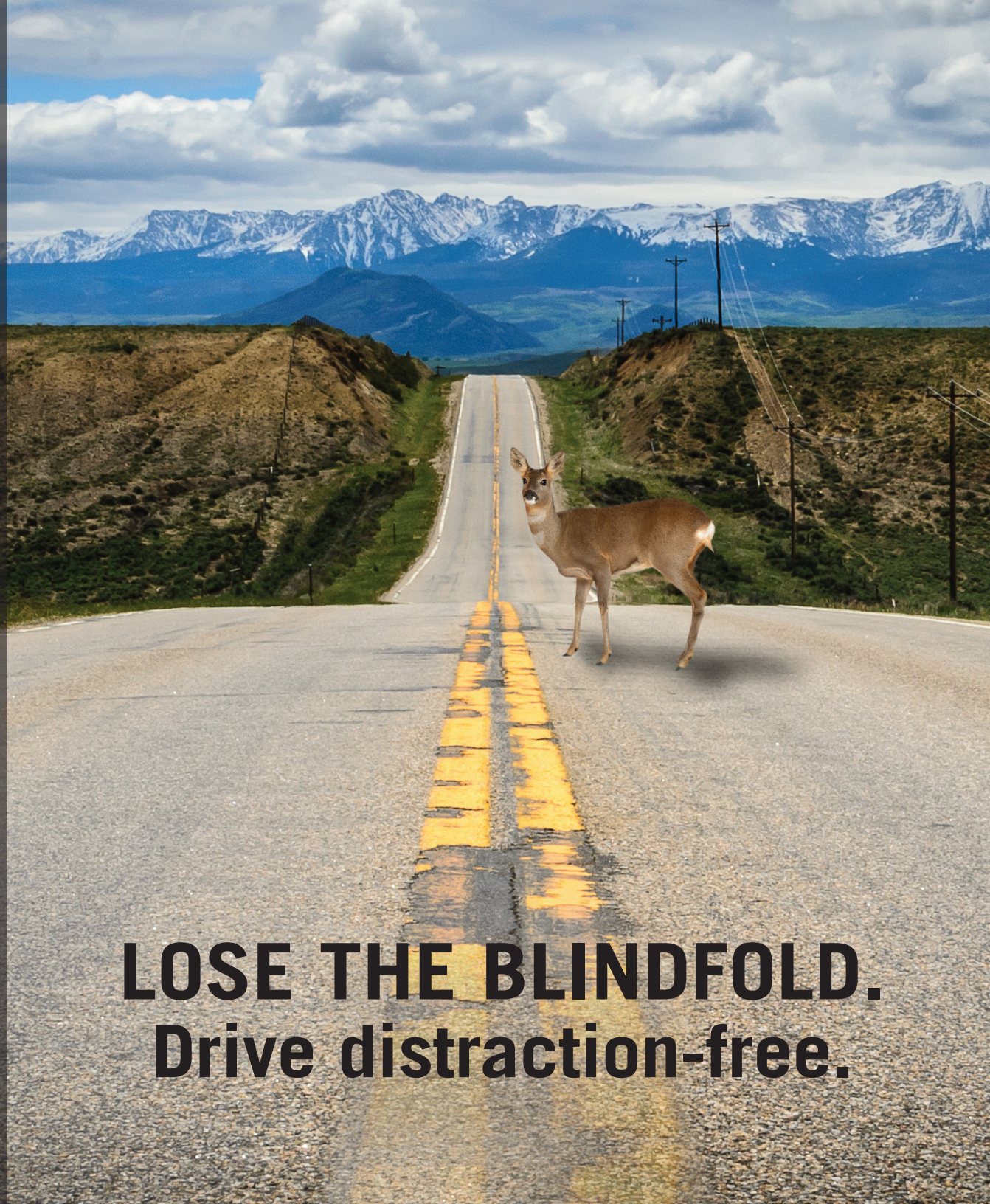
Lose the blindfold and drive distraction-free.



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KNOW THE FACTS

- At least 50 traffic fatalities in Colorado every year can be attributed to distracted driving.
- During the daytime, roughly 660,000 drivers nationwide are using cell phones or other electronic devices while driving at any given time. (NOPUS)
- Engaging with cell phones or other electronic devices increases the risk of an accident by three times. (VTTI)
- Texting diverts a driver's eyes for an average of 4.6 seconds, the equivalent of driving the length of a football field at 55 mph. (VITTI)



ATTENTION, PLEASE!

Just because you're not texting doesn't mean you're driving distraction-free. These are also common distractions:

- Shaving or applying makeup
- Eating lunch on the go
- Drinking coffee on your way to work
- Focusing on kids, pets or other passengers
- Reading maps or looking at your GPS

Learn more at [DISTRACTION.GOV](https://www.distraction.gov)

**LOSE THE BLINDFOLD.
Drive distraction-free.**