



Daviess County Public Schools

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HPHS students learn ‘It Can Wait’

AT&T is bringing an important life lesson to Heritage Park High School students from 9:30 a.m. to 12:30 p.m. Thursday, Dec. 13.

Students will be challenged to consider the consequences of distracting driving through an interactive experience that will be set up in the gymnasium at the Cliff Hagan Boys & Girls Club, 3415 Buckland Square (next to HPHS). The virtual reality set will include a shattered glass wall, a fragment memorial wall representing lives lost through distracted driving, and a pledge photo wall.

“When you’re behind the wheel, everything can change in the blink of an eye,” said Joe Burgan of AT&T public affairs. “A post, a selfie, a text, a scroll, an email – one look is all it takes to lose control. We’re bringing the issue center stage, immersing a visually driven generation in a striking 3-D experience to help raise awareness and ultimately save lives.”

AT&T research has documented that nearly nine in 10 people admit to using their smartphone while driving. That information led to the creation of AT&T’s “It Can Wait” campaign in 2010, which reminds drivers that distracted driving is never okay.

Note to media – Our media partners are invited to attend the presentation of this important life lesson from 9:30 a.m. to 12:30 p.m. Dec. 13 at 3415 Buckland Square. For more information, contact:

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