



## *News from the Ohio Turnpike*

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**For Immediate Release:**

### **Ohio Turnpike announces teen video contest to combat distracted driving**

*The Commission also will distribute 100,000 "W82TXT" **Red Thumb** Bands*

**BEREA (April 17, 2018)** – The Ohio Turnpike today announced a fun and important contest for high schoolers to help encourage distracted drivers to kick their dangerous habit.

Students in grades 9-12 can encourage their peers to drive safely and win some great prizes by participating in the "**W82TXT**" video contest.

By producing and submitting a video, high schoolers can have fun, help spread awareness about the dangers of distracted driving and compete for great prizes like a GoPro video camera, Apple iPad and a \$250 Amazon Gift Card.

"Distracted driving is becoming an epidemic on our roadways. That's why I'm pleased to also announce that we are bringing the Red Thumb Movement to Ohio, distributing 100,000 red thumb bands emblazoned with "W82TXT" for drivers' thumbs as a visual reminder to keep their hands on the wheel and eyes on the road," said Randy Cole, Executive Director of the Ohio Turnpike and Infrastructure Commission.

The AAA Foundation for Traffic Safety indicates new teen drivers are three times as likely as adults to be involved in a deadly crash during the summer months between Memorial Day and Labor Day, known as the "100 Deadliest Days of Summer." Videos must be submitted by **July 4**. Red Thumb bands will be distributed to northern Ohio High Schools and at Ohio Turnpike Customer Appreciation Events.

[Click here](#) for more information and contest details and watch the [VIDEO](#) by Director Cole.

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The Ohio Turnpike is a 241-mile toll road offering one of the safest, best and most convenient routes for motorists to reach east/west destinations along the northern corridor of Ohio. For a better way to travel, choose the Ohio Turnpike.