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FOR IMMEDIATE RELEASE:

Star Sixty Five (*65) To Stay Alive Legislation

Sacramento, CA (March 10th, 2010) – New legislation is in the process of being introduced to the California State Legislature aimed at providing a possible solution to the texting while driving problem. The name of the the bill is “Star Sixty Five (*65) to Stay Alive” and is the brain child of non-profit and teen safe driving advocacy group Impact Teen Drivers.

The basic idea behind the bill is to compel wireless service providers to create a function for their customers where they enter *-6-5 before entering their vehicle which will cause all calls to go to voicemail, and a standard text message response explaining that the individual is currently driving and unable to respond.

The legislation will be introduced over the next few weeks and will be explained in detail by Impact Teen Drivers at the Teen Safe Driving Week press conference on March 22nd.

About Impact Teen Drivers

Since its creation in 2007, Impact Teen Drivers has been planning, developing, and delivering awareness and educational materials on teen safe driving. Started as a partnership between the California Highway Patrol and the California Teachers Association with funding from insurance giant California Casualty, Impact is actively engaging teenagers with their message of the dangers of reckless and distracted driving.

Impact reaches teens, parents, and teachers with the message of teen safe driving through their curriculum, which is in High Schools across the United States, and online through their web portals impactteendrivers.org, whatslethal.com, and createrealimpact.com along with an extensive social media presence.

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