



Contact: Sergeant John Glenn, Traffic Safety Supervisor/Coordinator
jglenn@bcnv.org

FOR IMMEDIATE RELEASE

MEDIA ALERT

Joining Forces Distracted Driver Campaign
(April 1- April 20, 2024)

Boulder City Police Department will be joining forces with participating law enforcement agencies in Nevada for a Joining Forces Distracted Driver Campaign. The campaign will take place April 1st-20th, 2024

This *Distracted Driver Campaign* aims to increase law enforcement participation by coordinating highly visible patrols across the State of Nevada with the goal of keeping motorists safe by educating the motoring public about the dangers of distracted driving.

Distractions come in many forms, whether it's the phone, other passengers, eating or anything else that takes your mind and eyes off the road. Focus on what matters most – driving – and keep yourself and others on the road safe. Also keep in mind that sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that is the equivalent of driving the length of an entire football field with your eyes closed. The Zero Fatalities Nevada program wants to remind drivers that every time you choose to get behind the wheel lives are in your hands.

Boulder City Police Department remains dedicated to bringing the number of fatalities on Nevada's roadways to zero through increasing public awareness about the dangers of speeding, driving unrestrained, impaired driving, distracted driving and more. More information about safe driving and the Nevada Zero Fatalities goal is available Online at www.ZeroFatalitiesNV.com.

The Nevada Department of Public Safety's- Office of Traffic Safety (OTS) provides funding for law enforcement agencies to participate in Joining Forces to reduce traffic deaths.