[INSERT YOUR COMPANY’S LETTERHEAD]

**Buckle Up Phone Down: A safety challenge that can make a difference**

[CITY, N.D.] – [YOUR BUSINESS NAME] is challenging our employees, customers and partners to pledge their commitment to community safety by taking a pledge to wear a seat belt and avoid using cell phones and electronic devices while diving.

*Buckle Up Phone Down* (BUPD) is being introduced by Vision Zero, North Dakota’s traffic safety initiative to end motor vehicle fatalities and serious injuries on our roadways.

[YOUR BUSINESS NAME] is excited to join other businesses and organizations in North Dakota to make a positive impact in our community by sharing the message and encouraging divers to take the pledge to buckle up and put their phones down.

Nearly 67% of motor vehicle fatalities in North Dakota in 2022 were unbelted where seat belts were available. Additionally, distracted driving is one of the fastest growing safety issues on the road today. The BUPD program aims to reduce the risk of crashes and decrease the number of fatalities and serious injuries by simply following two tenets: buckle up and put your phone down.

Join us by taking the pledge, snapping a photo with thumbs up/thumbs down, and posting it to social media using the hashtag **#NDBUPD**. Then challenge others to do the same. Together, we can save lives.

Learn more about this program and the Vision Zero initiative by visiting [VisionZero.ND.gov](https://visionzero.nd.gov/partners/BUPD/).

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