



Got cell phone?  
18 and over, hands-free.  
Under 18, it's hands off.  
Starting July 1st.

Watch the Road.org



Keep both hands on the  
wheel, not on your phone.  
It's the law.

Watch the Road.org

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FOR IMMEDIATE RELEASE

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## Watch the Road announces campaign promoting California cell phone driving laws

**LOS ANGELES, June 13, 2008** — Watch the Road and the City of Los Angeles are alerting drivers to California's two new cell phone laws, which will change their driving behaviors beginning July 1.

The first law mandates that all drivers may no longer use hand-held cellular devices while driving. Instead, drivers 18 and older must use hands-free devices. The second law stipulates drivers younger than 18 will not be allowed to use cellular phones or any electronic device whatsoever. Emergency situations are the only exceptions to these laws.

Watch the Road and the City of Los Angeles are pleased that these new laws were passed by the California Legislature.

"This important change in state laws enables us to work with all of our stakeholders to ensure Angelinos are not distracted and driving safely," said Rita Robinson, general manager of the Los Angeles Department of Transportation.

Cell phones are the leading cause of traffic accidents in California. The safer driving environment these laws will help create is expected to save 300 lives per year in California, according to the Public Policy Institute of California.

"These new laws will help protect our citizens from traffic accidents and keep them more aware of the road while they are driving," said L.A. Police Chief William Bratton.

Watch the Road, an Emmy Award winning public education and safety awareness program, is designed to reduce bad behaviors of roadway users, such as drivers, bicyclists and pedestrians. Our goal is to reduce crashes, which in turn decreases fatalities, injuries and congestion. Watch the Road receives funds from federal government agencies and is administered by the City of Los Angeles.

For more information about the Watch the Road program and its ongoing campaigns, please visit our website, [WatchTheRoad.org](http://WatchTheRoad.org).



WATCH  
THE  
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OPERATION TRAFFIX