

For Immediate Release

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Texting while Driving Dangers Showcased at Auto Show

Nationwide Insurance agents and NY State Police host Text Simulator at Convention Center

BUFFALO, NY – First responders know only too well the outcome of distracted driving. According to Director of safety Mark Edwards of the Automobile Association of America, “The research tells us that somewhere between 25-50 percent of all motor vehicle crashes in the country have driver distraction as their root cause.” This staggering statistic is growing even more with ubiquitous cell phone texting, especially among young people. To point out the dangers of texting, Buffalo Area Nationwide Insurance agents will be setting up a device at Buffalo’s Auto Show in February that demonstrates graphically how easy it is to crash a vehicle while texting.

“We are bringing the Nationwide Insurance Text Simulator to this year’s Buffalo Auto Show because we have a grave concern that even one more family will be devastated by this growing road menace,” said Grant Getzoni, Nationwide Insurance agent from Clarence. “The machine simulates the driving experience so that the person who sits in it will see for themselves how easy it is to get distracted and make a move that could prove fatal to them – just seconds spent initiating or responding to a text is all it takes!”

The Auto Show, running February 9-13, 2011 at the Buffalo Niagara Convention Center, has made space available right at the main entrance to the Show for Nationwide and the New York State Police to engage the visitors to try the Text Simulator. Director of Operations for the Niagara Frontier Auto Dealers Association, Trey Barrett, explains: “When Nationwide told us of this Simulator, we asked them to locate right next to where the NY State Police were setting up, because who better than our State Troopers to be able to talk to drivers and their friends and families about the dangers of this distraction?”

State Police Traffic Supervisor Sergeant David A. Martek is staffing the Simulator with Nationwide Agents who are donating their time to get as many people into the Simulator as possible during the five-day run of the show. “We are glad that this collaboration with Nationwide Insurance’s agents has been arranged and hope that parents and young adults who drive can stop and see us to discuss this serious topic,” explained Sergeant Martek.

Entercom Communications Buffalo is media sponsor of the Nationwide Insurance Text Simulator and is hosting a 5pm Tuesday, February 8 press conference at the Convention Center. It will be attended by one of their personalities, Howard Simon of the WGR SportsRadio 550 morning show. Nationwide Agents will be on-hand as well as NY State Troopers to demonstrate the Simulator for the media. All working press members are encouraged to attend. For more information, contact Paul Maurer at (716) 843-0133 or pmaurer@entercom.com; Grant Getzoni at (716) 631-0363 or ggetzoni@nationwideinsurance.com or Sergeant Dave Martek at (585) 344-6227 or dmartek@troopers.state.ny.us

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