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January 31, 2018

## **NFL Hall of Fame QB Brett Favre Combats Distracted Driving**

*Former Football star warns about dangers associated with distracted driving in Florida in new PSA*

**Tallahassee, FL**—NFL legend Brett Favre is warning about the dangers of distracted driving in a new [PSA](#) featured on the airwaves in Florida. Favre teamed up with the Property Casualty Insurers Association of America and Florida Farm Bureau to encourage the public to put the phone down and focus on the road.

**\*\*Watch the PSA [here](#)\*\***

In 2016, there were more than 50,000 distracted driving-related crashes in Florida, which is more than 136 per day. These crashes resulted in more than 3,500 serious injuries and 233 fatalities, according to the Florida Department of Highway Safety and Motor Vehicles.

Florida, where police cannot pull over a driver specifically for texting while driving, ranked second worst in the U.S. for distracted driving according to a [study](#) released last year.

“As a quarterback in the NFL, if I didn’t stay focused, I ended up on my back or worse. Even the smallest distraction could make a good play or offensive drive come to an end,” Favre said in the PSA. “When you’re in a car, the smallest distraction could end much more than a drive, it could end someone’s life. Just like I refused to lose on the field, I refuse to lose someone I love to distracted driving, and you should too.”

According to [research](#) done by Virginia Tech Transportation Institute, individuals who used text messaging increased the risk of a crash or near-crash by two times and resulted in drivers taking their eyes off the road for an average of 23 seconds.

“It’s time for Florida to join the 46 other states who have already made texting while driving a primary offense,” **said Logan McFaddin**, Property Casualty Insurers Association of America (PCI) regional manager. “This issue has already impacted too many families and could easily be remedied; this session is the time to end texting while driving and save lives.”

**\*\*To interview Logan McFaddin about what Florida can do to address this public safety issue, please email Brooke Kelley [Brooke.Kelley@pciaa.net](mailto:Brooke.Kelley@pciaa.net) \*\***

PCI promotes and protects the viability of a competitive private insurance market for the benefit of consumers and insurers. PCI is composed of nearly 1,000 member companies, representing the broadest cross section of insurers of any national trade association. PCI members write \$220 billion in annual premium, 37 percent of the nation's property casualty insurance. Member companies write 44 percent of the U.S. automobile insurance market, 30 percent of the homeowners market, 35 percent of the commercial property and liability market and 37 percent of the private workers compensation market.

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