



Florida Department of Transportation

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FDOT and GEICO Remind Motorists to use "Safe Phone Zones" at Florida Rest Areas, Welcome Centers and Service Plazas this Memorial Day Weekend

FDOT provides convenient places for motorists to text or use mobile devices safely

Tallahassee, FL – This Memorial Day weekend more vehicles are expected on our highways, and the Florida Department of Transportation (FDOT) reminds motorists to avoid distracted driving. June 1 marks the first anniversary of Safe Phone Zones in Florida. In 2015 GEICO sponsored Safe Phone zones in Florida's 64 Rest Areas, Welcome Centers and Turnpike Service Plazas as "Safe Phone Zones". This provides a place where drivers can safely and conveniently use their phones and other mobile devices for calling, texting, navigating and accessing mobile apps.

Assistant Secretary for Engineering and Operations, Brian Blanchard said, "This Memorial Day weekend, families and visitors will travel on our roadways to spend time together and celebrate the beginning of summer. Keeping our motorists safe is our top priority and we encourage Floridians to use our designated Safe Phone Zones when using their mobile devices."

Highway signs identifying the facilities as, "Safe Phone Zones," and carrying the GEICO logo are placed in advance of the facilities to remind motorists to pull off in order to use their cell phones in a safe location. In 2013, Florida law banned the use of mobile devices while driving and Safe Phone Zones help prevent distracted driving and save lives.

"People are connected to their mobile devices today more than ever, and an unfortunate side effect of that is the rise in accidents attributed to distracted driving," said Ted Ward, GEICO vice president of marketing. "We believe Safe Phone Zones reflect GEICO's commitment to protecting drivers by offering them a safe place off the roadways where they can check emails, make calls and view texts. We are proud to expand our support of this sponsorship in 2016 to help make the highways safe for all drivers."

For more information on Safe Phone Zones and Distracted Driving in Florida, visit

<http://www.dot.state.fl.us/safety/2A-Programs/Distracted-Driving.shtm>

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