



PRESS RELEASE

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South Bay Workforce Investment Board
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**AT&T Brings “It Can Wait” Distracted Driving Awareness
Program to the Inglewood Teen Center**

HAWTHORNE – More than 50 students from the Inglewood Teen Center experienced the potential hazards of smartphone distracted driving, thanks to AT&T’s “It Can Wait” awareness program, which utilizes a virtual reality simulator. The traveling simulator visited the Teen Center November 1. The Center is sponsored by the South Bay Workforce Investment Board (SBWIB).

Inglewood City Councilman Alex Padilla met with the students as they used the simulator and urged them to pay close attention to the lesson they were learning. “As a retired police officer for 32 years, I have seen firsthand what distracted driving can do to innocent bystanders, passengers and property,” he said.

AT&T External Affairs Manager John Heffernan noted that research shows that 7-in-10 drivers engage in smartphone activities while on the road, and these smartphone activities aren’t limited to texting and now include social media, web surfing, selfies and video chatting. The immersive, 360 degree simulator experience is currently on tour to more than 50 schools, colleges, universities, festivals and special events across California.

The SBWIB also sponsors the Hawthorne Teen Center and operates four South Bay One-Stop Business and Career Centers in the South Bay area where adults, youth and businesses receive no cost business and employment services. For further information telephone (310) 970-7700 or visit WWW.SBWIB.org.

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Inglewood City Councilman Alex Padilla (far right) visits with youth as they participate in AT&T's "It Can Wait" awareness program at the Inglewood Teen Center, November 1, 2017. The youth experienced a virtual reality driving lesson that demonstrates what can happen if you use a smartphone while operating a vehicle. They then took a pledge not to practice distracted driving in the future.