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# NEWS RELEASE

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## **Abbotsford's Mayor Issues No Phone Zone Challenge**

**Abbotsford, April 30, 2010** – The City of Abbotsford is officially challenging other municipalities in BC to encourage drivers in their communities to take No Phone Zone pledges, announced Mayor George W. Peary today.

“Abbotsford has adopted a No Phone Zone policy at City Hall,” said Peary. “Given the well documented risks associated with driving and cell phones, the City of Abbotsford has taken a leading role by prohibiting all of our staff from using any City provided device while driving, including bluetooths.”

To reinforce this commitment, the City of Abbotsford has also created a pledge site for its citizens to register their commitment not to text or phone while driving.

“We want everyone to adopt this pledge,” said Peary. “That is why today I am issuing a challenge to all other communities in the province to encourage their citizens to make their cars No Phone Zones.”

Like the Oprah pledge site, the City of Abbotsford's No Phone Zone pledge asks citizens to do their part to help put an end to distracted driving by pledging the safest driving behavior they can commit to.

Abbotsford Police Chief Bob Rich is thrilled to see his community taking part in the No Phone Zone pledge.

“No one needs to be injured or killed today because someone is using a cell phone,” said Rich. “The risks are proven, and I am proud of our community for stepping forward and taking the pledge to put an end to unnecessary tragedy.”

To take the Mayor's No Phone Zone pledge visit: [www.abbotsford.ca](http://www.abbotsford.ca) and click on the No Phone Zone pledge icon.

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