



**it's  
NOT  
worth  
it!**



FOR IMMEDIATE RELEASE:

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## **San Jose CHP and the Santa Clara County Sheriff's Department are kicking off April's Distracted Driving Month with a Press Conference.**

(Cupertino, CA) – As part of April's *Distracted Driving Awareness Month* campaign, the San Jose Area Office of the California Highway Patrol and the Santa Clara County Sheriff's Department will be participating in a month long "zero tolerance" enforcement and education campaign to curb those texting or operating hand-held cell phones while driving. Officers and Deputies from both agencies will be on alert throughout the month for those who break the cell phone laws and place themselves and others in danger. Special high visibility enforcement operations to cite cell phone violators and distracted drivers will take place on April 3rd, 8th, 17th and 22nd.

The increased enforcement and education aims to persuade drivers to recognize the dangers of distracted driving and reduce the number of people impacted by this perilous behavior. The "*It's Not Worth It!*" theme emphasizes that a phone call or text isn't worth a hefty fine or a collision. The current minimum ticket cost is \$161, with subsequent tickets costing at least \$281.

On April 3, 2014 at 9:00 AM, the Santa Clara County Sheriff's Department and the San Jose Area California Highway Patrol will be hosting a joint news conference to kick off April's Distracted Driving Awareness Campaign.

Please join us in the Lobby of the Cupertino City Offices:  
10300 Torre Ave. Cupertino, Ca., 95014