



SILENCE DISTRACTIONS BEFORE THEY STRIKE
TEXTNINJA™

PRESS RELEASE
For Immediate Release

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HIGH SCHOOLS COMPETE TO SAVE LIVES

Tech Company TextNinja Launches Distracted Driving Challenge

Chicago, IL - March 22, 2017 - At least 50% of high school students will be involved in a traffic collision before graduating. Distracted driving, specifically texting, has been a major cause in a recent increase in traffic deaths, and young drivers have a particularly high risk due to their inexperience as drivers and digital connectivity. TextNinja Co., a Chicago-based company with a smart solution for distracted driving, has just launched the **TextNinja High School Challenge** which encourages teens to drive text-free for rewards.

[The TextNinja solution turns driving without using your phone into a rewarding game. Using a variety of methods to detect a user is driving, the system silences phone notifications and sends customized auto-replies to incoming messages. By eliminating the temptation and rewarding safe driving habits, engaged users break the habit of checking their phone while driving and become more conscious drivers overall. The system keeps score and the safest drivers progress through the levels of belt colors while competing with friends, family, and other drivers on the road.

Although the solution can work with a car's built-in Bluetooth system, the company offers a Bluetooth Low Energy adapter for around \$30 (sold online in a Text-Free Driving Kit) that allows the user's car and the TextNinja app to communicate directly. Optimized for the connected car world, the recommended adapter works with any car made after 1996, and makes the solution accurate, automatic, and convenient.]

Students, teachers, and parents across the nation are signing up their high schools to compete in this unique way to spread awareness about distracted driving AND actually do something about it (#ChallengeAccepted). Upon signing up (for free), they also receive an Empower Pack which aids in creating a successful awareness campaign and offers deeplink codes for easy sharing and bulk discount options.

The official High School Challenge begins in April 2017 and runs through April 2018 (Distracted Driving Awareness Month), but monthly rewards will be distributed to top performers (in addition to the prize to the overall winner). Students who drive text-free with the TextNinja app will automatically add their points toward their school's Campaign total. The school with the most text-free driving points at the end of the Challenge will win a fully-sponsored special event (think field day meets concert meets scholarship). The winners will be accurately determined using metrics from TextNinja's High School Challenge Dashboard.

About TextNinja Co. - TextNinja began as a problem-solving exercise in early 2014. The hardworking TextNinja [team](#) has since incorporated thorough research, testing, and feedback to effectively address the root cause of distracted driving. Today, based in [1871](#) Chicago, TextNinja is working to empower organizations and connect families with a real solution to texting-while-driving. With high values in safety, simplicity, community, and the power of positive incentives, the TextNinja solution, one part app, one part connected car, aims to turn safe driving into a constructive social trend. To get involved and start saving lives in your community please visit www.textninja.com.

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