



PRESS RELEASE

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CONNECTICUT LAW FIRM TAKES ON DISTRACTED DRIVING BY LAUNCHING UNIQUE AD CAMPAIGN

Carter Mario Injury Lawyers addresses dangers of distracted driving through largest bus advertising campaign ever in Connecticut



One of the CT Transit busses running Carter Mario Injury Lawyers Distracted Driving Awareness ads which will run statewide helping to promote safe driving by Connecticut's motorists. (File Photo/Carter Mario Injury Lawyers)

MILFORD, Conn. — (March 1, 2010) - In recent years the number of people involved in auto accidents where a cell phone was involved has been staggering. Cell phone usage while behind the wheel, and distracted driving is a major epidemic facing Connecticut and the US as a whole, not to mention it's illegal. Carter Mario, President and CEO of Carter Mario Injury Lawyers, is taking a stand and making the public more aware of the dangers of distracted driving through an innovative bus advertising campaign aimed at motorists throughout the state. The campaign was

designed by Mascola Group in New Haven and will be featured on hundreds of transit busses throughout the state of Connecticut.

Carter Mario Injury Lawyers is dedicated to helping individuals who have been affected by injury due to negligence. The firm is also concerned with the prevention of accidents and the safety of others before personal injury even occurs, making the bus ad campaign something the firm is passionate about.

"Our goal with the new bus campaign is to help educate the motorists of Connecticut in making smart decisions regarding safe driving practices," says firm President and CEO, Carter Mario. "If we can save one life, it is worth it. If we do nothing, auto accidents and tragedies resulting from people texting and talking on their cell phone while driving will continue to rise in Connecticut. We need to come together now to put an end to this all too common problem. The bus campaign is something we think of as a public service message, and is our attempt to keep Connecticut residents safe on our roads and highways," adds Carter.

Talking on a cell phone (without a hands-free device) or texting while behind the wheel of a motor vehicle is illegal in the state of Connecticut. An estimated 8 in 10 drivers talk on their cell phones while behind the wheel, despite the laws prohibiting it. The National Safety Council reports that over 1 million people are chatting behind the wheel at any given moment in America. It is now fair to say that the combination of texting and cell phone use while driving is becoming as lethal as getting behind the wheel intoxicated.

In addition to the bus ad campaign, the firm is currently running their annual "Arrive Alive" Scholarship Program with a focus on preventing teens from driving distracted while using their cell phones, while at the same time drawing awareness to the epidemic of distracted driving here in the state by Connecticut's motorists.

For more information about the distracted driving awareness bus ad campaign, and information on distracted driving prevention, please visit www.getcarter.com.

EDITOR'S NOTE: To obtain art featured in the Carter Mario Injury Lawyers Distracted Driving Awareness Bus Ad Campaign, please contact Greg Davis at Xpresso PR, at 203.469.6900 x117, or greg@xpressopr.com

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About Carter Mario Injury Lawyers:

Founded in 1989 as a general practice law firm, the offices of Carter Mario Injury Lawyers have been exclusively representing the rights of individuals injured by the negligent conduct of others since 1998. With offices in Milford, Hartford, Waterbury, Bridgeport, and New Britain, Connecticut — the firm prides itself on obtaining a just, reasonable, and timely settlement for all clients. Known throughout Connecticut as the "Safety Lawyers" for their frequent bicycle helmet giveaways, the firm has taken on the challenge of doing its part to educate the public and raise awareness on distracted driving and cell phone usage by teens through offering the "Arrive Alive" Scholarship. Carter Mario Injury Lawyers is also involved in many community related events and educational programs through *CarterCares* — a program through which Carter Mario Injury Lawyers gives back to the communities they serve. For more on Carter Mario Injury Lawyers please visit www.getcarter.com.