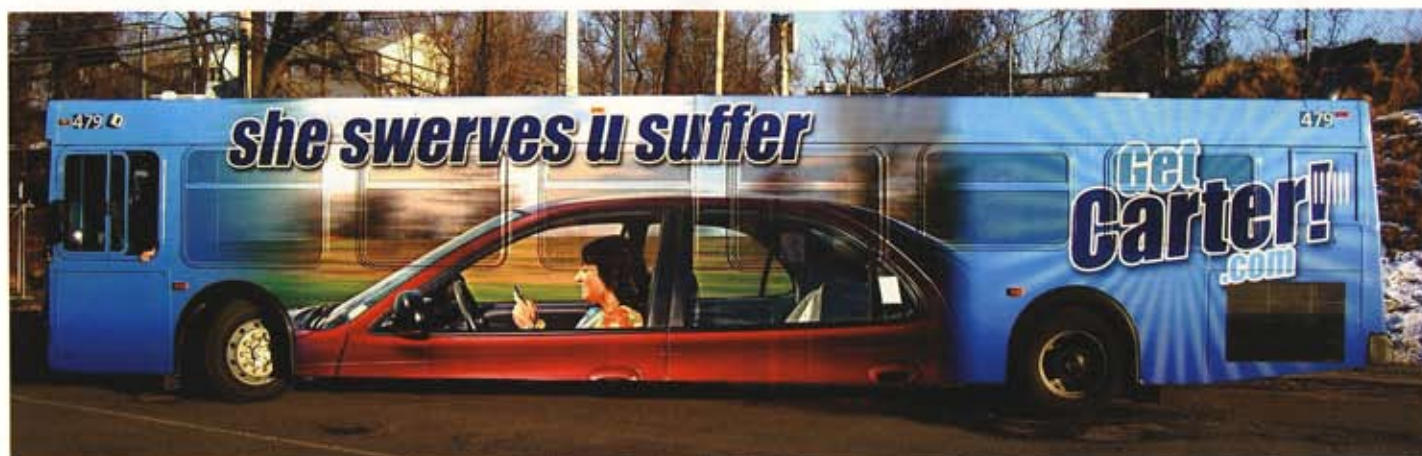


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BAR BRIEFS

Carter Mario Launches Unique Ad Campaign



The law firm of Carter Mario has decided to take a stand in making the public more aware of the dangers of distracted driving through a bus advertising campaign. The campaign was designed by Mascola Group in New Haven and will be featured on hundreds of transit buses throughout Connecticut. It is the largest bus campaign Connecticut has ever seen.

"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," he added. **CL**

