

FOR IMMEDIATE RELEASE

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Pica Design, LLC Launches TxtResponsibly.org

Belfast, Maine—August 6, 2009—Pica Design, LLC, a design and marketing agency in Belfast, has launched their first cause campaign—TxtResponsibly.org—taking action to educate the public on the dangers of texting while driving. The website is the first initiative of the campaign; the company is also creating public awareness posters (available for free download), PSAs and collateral to support the organization's mission.

“Our staff has been shocked to see the increase in news reports citing heartbreaking stories and statistics on texting-related injuries and deaths,” said Rob Dietz, Founder and Creative Director of Pica Design. “We decided to use our skills and knowledge to raise awareness. People know they are driving while distracted, but they don't think the dangers apply to them. They absolutely do apply, to anyone and everyone, and that's why we started TxtResponsibly.org.”

The mission of TxtResponsibly.org is to raise awareness of the dangers of texting while driving and to prevent harmful injury or death caused by the act of texting recklessly. The TxtResponsibly.org website is a place for sharing stories, encourages visitors to ‘Take the Oath’ (to stop texting while driving), and supplies news related to distracted driving and related topics. Site content also includes information on U.S. state and federal legislation, statistics, and facts from studies and surveys conducted over the past 10+ years.

“This is not a new issue,” said Dietz, “but, mobile devices have raised the risks, especially in the case of texting while driving.” Pica Design will form strategic partnerships in the public and non-profit sectors to spread the message and keep momentum going. TxtResponsibly.org will soon expand to include a memorial wall to pay tribute to lost loved ones, and the organization has abundant ideas for expanding awareness and education campaigns.

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About Pica Design, LLC

Pica Design, LLC is a design and marketing agency in Belfast, Maine. Every day, we use our collective talent and ideas to connect our clients' products and services to new markets. We are also compelled to use our creative abilities to go beyond business-as-usual to promote the causes we care about. This is how TxtResponsibly.org came to be. For more information, please contact Jen DeJoy at (207) 338-1740 or visit www.picadesign.com.



About TxtResponsibly.org

TxtResponsibly.org was started by the staff at Pica Design, LLC to raise awareness of the dangers of texting while driving. Please visit www.txtresponsibly.org or contact Jen DeJoy at (207) 338-1740 for more information.

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