



## Florida Department of Transportation

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### **FDOT and GEICO Remind Motorists to use "Safe Phone Zones" during Labor Day Weekend Travel**

*Visit Welcome Centers, Rest Areas and Service Plazas over holiday weekend  
to text and use your mobile device safely*

**Tallahassee, FL** – As Floridians prepare for travel during Labor Day weekend, the Florida Department of Transportation (FDOT) and GEICO remind motorists to avoid driving distracted. Motorists can safely and conveniently use their phones and other mobile devices for calling, texting, navigating and accessing mobile apps at the 64 GEICO-sponsored Safe Phone Zone locations.

FDOT Assistant Secretary for Engineering and Operations Brian Blanchard said, “We’ve seen a record number of travelers on Florida roads every major holiday weekend this year and we expect the trend to continue this Labor Day weekend. Our number one priority at the Florida Department of Transportation is safety, so we are proud to partner with GEICO in continuing to provide Safe Phone Zones throughout the state. We encourage all drivers and passengers to buckle up, follow traffic laws and to put the phone down and focus on the road.”

GEICO sponsorship of Rest Areas, Welcome Centers and Service Plazas as Safe Phone Zones began in 2015 and motorists are made aware of upcoming locations via highway signs in advance of each facility. FDOT and GEICO recently added more signage at ten of the busiest Welcome Center and Rest Area facilities, reminding motorists when they leave, "Don't Text and Drive," as they are exiting the Safe Phone Zone. GEICO provides similar support in six other states to promote stopping at Rest Areas to avoid texting while driving: Arizona, Illinois, New Jersey, New York, Texas and Virginia.

“We're proud of our longstanding Safe Phone Zone partnership with the Florida Department of Transportation, which has no doubt removed countless would-be distracted drivers from the state's highways,” said Shawn Burklin, GEICO senior vice president. “Safe Phone Zones are an important part of promoting traffic safety because they give drivers a place out of harm's way to catch up on texts, emails and more.”

GEICO offers tips on ways to avoid distracted driving at [www.SafePhoneZone.com](http://www.SafePhoneZone.com) as well as on its [GEICO More](#) branded content hub.

[www.fdot.gov](http://www.fdot.gov)

For more information on Safe Phone Zones and Distracted Driving in Florida, visit <http://www.dot.state.fl.us/safety/2A-Programs/Distracted-Driving.shtm>

To join the conversation on social media use #GEICOSafePhoneZone.

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### **About GEICO**

[GEICO](#) (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the second-largest private passenger auto insurance company in the United States. GEICO, which was founded in 1936, provides millions of [auto insurance quotes](#) to U.S. drivers annually. The company is pleased to serve more than 15 million private passenger customers, insuring more than 24 million vehicles (auto & cycle).