25% of all auto collisions involve cell phones. 
National Safety Council

Texting while driving makes a car crash up to 23 times more likely. 
Federal Communications Commission

Each day in the United States, over 8 people are killed and 1,161 injured in crashes reported to involve a distracted driver. 
Centers for Disease Control & Prevention

Mental Distraction can last up to 27 seconds after a text or distraction occurs. 
American Automobile Association
94% of teenagers call texting and driving a serious threat yet 35% admit to doing it.
The Digital Generation

Generation Y/Millennials (age 13-32) have the most difficulty unplugging at the end of the day, and this digital dependence is affecting sleeping patterns.

- **95%** of Americans use their computer, tablet, cell phone, or TV within an hour of going to bed.
- **85%** of teens report not getting enough sleep (8.5 hours) on weeknights.
- **89%** of adults have at least one electronic device in their bedroom.
- **80%** of Millennials sleep with a cell phone next to their bed.

**The Digital Generation**
Since 2013, TextLess Live More has:

- SHARED over 10,000 TLLM blue bracelets to people of all ages.
- PRESENTED to over 100 participating schools and organizations around the United States and FRANCE.
- REACHED over a ¼ of a million people around the country and world via Impactful PSAs.
Since 2013, TextLess Live More has been HIGHLITED in multiple national and international media outlets including ABC News and Fox News.

TextLess Live More: Teen's death from distracted driver inspires new ‘text less’ campaign

By Loren Grush • Published June 26, 2014 • FoxNews.com

Sorrow Over Teen Death Sparks 'TextLess Live More' Campaign

By SUSAN DONALDSON JAMES
Jun 26, 2014, 1:50 PM ET
Family's heartbreak as female cyclist, 18, dies after she's hit by car on cross-country bike ride

- Merritt Levitan, of Milton, Massachusetts, was one of six cyclists injured when they were struck by a car near McCroy, Arkansas.
- She was riding from Charleston, South Carolina, to Santa Monica, as part of a six-week trip organized by summer camp company Overland.
- She died of her injuries in hospital on Wednesday.

By DAILY MAIL REPORTER
PUBLISHED: 20:34 EST, 4 July 2013 | UPDATED: 05:13 EST, 17 July 2013

Text Less Live More campaign gaining momentum

Published October 6, 2014

Merritt Levitan

Family Member Pays Tribute To Milton Teen Killed In Arkansas Crash
The aunt of 18-year-old Merritt Levitan, a Milton resident who was killed this week when a car struck a group of bicyclists traveling through Arkansas on a cross-country trip, has posted several tributes to her niece on her Facebook account.

Mass. Cyclist Killed In Arkansas During Cross Country Trip
An 18-year-old Massachusetts woman died after she was injured when a car struck a group of bicyclists traveling through Arkansas on a cross-country summer trip, authorities said Thursday.

"TextLess Live More" Day Observed Nationally July 3
Merritt’s Way Organization Calls for an End to Distracted Driving; Promotes #SafeSummer2015
Jul 03, 2015, 10:36 ET from TextLess Live More
TextLess Live More Strives to Make the World a Better Place

By Gretchen Voss | April 20, 2015 | Lifestyle

After forgiving the motorist who killed their daughter, Anna and Richard Levitan turned their grief into a crusade against texting while driving.

Provided by the Levitan family
Merritt Levitan and her dog, Biscuit, on the beach on St. Simons Island.
1 more photo >>

Saturday, June 28, 2014

Terry Dickson: 18-year-old's death reminds us why we need to turn off phones sometimes

ST. SIMONS ISLAND | A year ago Wednesday, 18-year-old Merritt Levitan was riding on an Arkansas road in a group of 13 bicyclists on a cross-country trip from Charleston, S.C., to Santa Monica, Calif.

Outside McCrory, a vehicle plowed into the group from behind and struck seven of them. Merritt suffered severe brain injuries and died the next day in a Memphis hospital.

The land around McCrory is as flat as a rice paddy mainly because that’s what farmers grow in the rich bottomland along the Mississippi River. The road, Arkansas 17, is straight, flat and you can see a long way ahead.

But the visibility of the driver, Teagan Ross Martin, 21, was obstructed — by his cellphone.
Making meaningful a senseless death

Merritt Levitan on the cycling trip before she died.

By Bella English

GLOBE STAFF DECEMBER 15, 2013
TEXTLESS LIVE MORE IN ACTION

On the one year anniversary of Merritt’s death in 2014, TLLM and the press declared a National TEXTLESS LIVE MORE DAY with a CALL-to-ACTION to encourage people to put down their phones - for one day - to LIVE MORE.
A world with zero deaths or injuries caused by distracted driving.

A world where technology improves relationships, increases mental and emotional health and minimizes distractions.
TLLM: HOW YOU CAN HELP

• Pledge to TEXTLESS LIVE MORE - and especially behind the wheel.

• Uphold ZERO TOLERANCE for Distracted Driving, either as a driver or when driving with others.

• Share the TEXTLESS LIVE MORE message with friends and family, especially anyone who texts behind-the-wheel or drives distracted.

• Pledge to NEVER TEXT at stop signs, stop lights or in traffic.

• Introduce TEXTLESS LIVE MORE to schools or organizations.

• Wear the TEXTLESS LIVE MORE Blue Bracelet.

• Visit TEXTLESSLIVEMORE.ORG to save lives and end distracted driving.
IN HONOR OF MERRITT LEVITAN