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The Grim Reapers Returns to Downtown Pittsburgh in New Safety Video

Video Encourages Drivers to Keep Their Eyes on the Road  
Campaign Continues To Encourage Pedestrians to Put Their Phones Down

**Downtown Pittsburgh, PA** – Cell phone use while driving and the distraction it creates is alarmingly increasing. Concerned about the safety of all Downtown patrons, the Pittsburgh Downtown Partnership, in collaboration with the Port Authority and Allegheny County Health Department, has launched the second phase of the multi-faceted LOOK ALIVE safety campaign. The latest public awareness video released today takes on distracted driving. The video may be viewed at lookalivepgh.com.  
  
Designed to catch the attention of pedestrians and drivers, the campaign ultimately seeks to encourage less distracted behavior on our streets and sidewalks, LOOK ALIVE combines traditional advertising methods along with unique interventions and modern technology to change the habits of distracted pedestrians and drivers.  
  
“While we are fortunate that Pittsburgh has been ranked a relatively safe place for pedestrians, we believe that even one pedestrian crash is too many,” said Jeremy Waldrup, president and CEO of the Pittsburgh Downtown Partnership. “Our hope with this campaign is to discourage distracted behaviors.”  
  
The first phase of the campaign was launched in October of 2016 and featured a video of the Grim Reaper interacting with distracted pedestrians in Downtown Pittsburgh. The video gained national attention and spurred conversation about distracted behaviors. In addition to engaging people on the streets, geo-fencing perimeters have be established at heavily-trafficked intersections that pop-up advertisements on cell phones to encourage users to “Look Alive.” To date, more than 58,000 impressions of this ad have been seen by people using their phones on Downtown sidewalks.  
  
“We can all use a reminder, particularly one that is humorous, that we should pay attention to what is going on around us rather than having our attention on our phones,” said County Executive Rich Fitzgerald. “This video, and the campaign, do exactly that by reminding of the importance of giving the road your full attention when driving – that text or Twitter update can wait.”  
  
According to the National Highway Transportation Safety Administration, at any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving. Additionally, in 2014, 3,179 people were killed, and 431,000 were injured in motor vehicle crashes involving distracted drivers.  
  
“In this day and age, the ability to multitask is a valued quality, but driving has to remain a full-time job. Anything that causes you to take your eyes off the road or hands off the steering wheel is a distraction,” said Port Authority CEO Ellen McLean. “Drivers need to be mindful that even a minor slip up can have grave repercussions.”  
  
**About the Pittsburgh Downtown Partnership**  
Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP’s strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter @downtownpitt and “like” us on Facebook.  
  
**About Port Authority**  
Port Authority provides bus, light rail and paratransit service to more than 200,000 riders daily throughout Allegheny County. Customer information is available online at PortAuthority.org or by calling 412-442-2000.  
  
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