



sigma gamma rho

SORORITY, INCORPORATED

Press Release

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**As a Part of its' Project Reassurance Signature Campaign
Sigma Gamma Rho Sorority, Inc. Encourages Drivers, Teens to Make Healthy Choices about
Distracted Driving**

January 10, 2011 (Cary, NC) Through its national signature initiative *Project Reassurance*, Sigma Gamma Rho Sorority, Inc.(SGR) is encouraging its members to disseminate safe driving messages within their chapter communities. Sigma Gamma Rho's national initiative is hoping to spread the safe-driving message through its 90,000 members who are committed to the prevention of distracted driving. Distracted driving is the presence of anything that can distract a driver's physical and mental attention from driving. The campaign focuses on educating drivers on the dangers of distracted driving.

Sigma Gamma Rho, Inc is asking members of the service-focused sorority to disseminate safe driving messages to their respective communities through partnerships with the National Highway Traffic Safety Administration and with local highway safety departments.

The New Orleans and Baton Rouge chapters of Sigma Gamma Rho implemented one such program during the 2010 Bayou Classic in New Orleans. Sigma Gamma Rho partnered with the Louisiana Highway Safety Commission along with a local non-profit group Ministers Against Crime (MAC) and Southern University to host a press conference prior to the annual classic football game. During the press conference, Southwest Regional Director of Sigma Gamma Rho Sorority, Brenda Canty shared the sorority's commitment to safe driving during the event in New Orleans and beyond. In addition to participating in the press conference, representatives from Sigma Gamma Rho, MAC, The Louisiana Highway Safety Commission and other community organizations promoted traffic safety, prior to the game, by handing out materials to Bayou Classic fans.

As the Sorority's signature community outreach program, *Project Reassurance's* theme is H^3 : *Healthy Choices, Healthy Living, Healthy Generations* – concentrating on wellness and a nurturing environment, particularly for community teens. The safe driving component of H^3 emphasizes teens making Healthy Choices when it comes to their driving choices.

Studies show that distracted driving is a factor in more than 20% of crashes each year. "We want to be focused and that means keeping your eyes on the road ahead, your hands on the wheel and your mind on your driving," shares SGR National President, Joann Loveless.

The National Headquarters of Sigma Gamma Rho asked its members to make a difference by:

- Educating others on the dangers of distracted driving
- Refraining from texting and using hand-held devices while driving
- Partnering with local highway safety organizations
- Downloading and committing to Sigma Gamma Rho's Focused Driving Pledge

Sigma Gamma Rho Sorority, Inc. is an international collegiate sisterhood of 90,000 members with over 500 chapters in the United States, Bermuda, Virgin Islands, Germany and Korea. Founded at Butler University in 1922, Sigma Gamma Rho was the first African American Sorority founded at a non-historically black university. Through its signature umbrella program, Project Reassurance, utilizing the theme " H^3 : It's All About ME!," young people receive the training, support and behavior modeling needed for them to make Healthy Choices, and learn how to select and maintain Healthy Living to ensure Healthy Generations to come. For more information about Sigma Gamma Rho Sorority, Inc. visit their website at: www.sgrho1922.org.

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