

National Black Church Initiative

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The National Black Church Initiative Launches its Anti-Texting and Driving Campaign with 500,000 Church-Based Teens

Calls on AT&T and other carriers to install anti-texting technologies

Washington DC – The National Black Church Initiative (NBCI), a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans on Saturday January 12, 2013 will launch its anti-texting initiative called ***Do Not Text While Driving***. It is an innovative initiative that is focused on families to be monitors of each other texting and driving habits. There are 32,000 young people who die each year as a result of texting while driving.

The National Black Church Initiative created anti-texting circles through its Sunday Church Schools – over half a million teens signed up to participate in these circles. The teens are organized into 5-12 members and each circle is charged with coming up with a community-based project with an anti-texting and driving theme. In addition, they are charged with gathering 3 million pledges among their peers that they will not text while driving.

Rev. Anthony Evans, President of the National Black Church Initiative, says “we are overwhelmed by the positive response of our young people who want to do something about this growing problem in their generation. This is why we will support AT&T and other carriers who are creating anti-texting technologies. These types of technologies along with education and positive peer pressure will dramatically affect the number of teens who will fall victim to texting while driving”.

About NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI’s mission is to provide critical wellness information to all of its members, congregants, churches and the public. NBCI offers faith-based, out-of-the box and cutting edge solutions to stubborn economic and social issues. NBCI’s programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at www.naltblackchurch.com.