

For Immediate Release:

Jeffrey Luhrsen's iPromise Campaign Comes to a Successful End

Luhrsen Law Group wraps up their successful anti-distracted driving campaign

Sarasota, FL—[date]— Luhrsen Law Group, a Sarasota-based personal injury firm, will bring their iPromise scholarship campaign to a successful close on Tuesday, April 15, 2014. As part of the campaign, which aimed to draw attention to the dangers of distracted driving, close to 400 local teen drivers and their parents signed a pledge not to text and drive.

Back in October of 2013, Florida passed a state law banning texting while driving. However, this form of distracted driving is considered a secondary offense, and the penalty for a first offense is a mere \$30. Many Floridians have expressed concern that the law is not enough of a deterrent, especially for teenagers. Distracted driving is still one of the leading causes for teen car crash deaths, and according to the National Highway Transportation and Safety Administration, 21% of all fatal teen crashes are due to the driver being distracted by a cell phone.

Jeffrey Luhrsen, a partner at Luhrsen Law Group, initiated the iPromise campaign as a way to draw attention to this problem and encourage teens and their parents to discuss the dangers of distracted driving. As part of the campaign, teens and their parents mutually pledged not to text and drive. Teens who pledged with their parents were entered into a drawing on Luhrsen Law Group's website and are eligible to win one of five \$1000 scholarships. Thanks to the success of the inaugural iPromise campaign, Jeffrey Luhrsen and his firm are planning another campaign in the fall.

Luhrsen has been a vocal advocate for the texting while driving ban and has said "My firm would *much* rather educate the public, then represent someone hurt in a crash that was 100% preventable!" To learn more about Luhrsen Law Group and the iPromise scholarship campaign, visit the firm's [website](#).

About Luhrsen Law Group

Luhrsen Law Group, based in Sarasota, Florida, is proud to be a family-owned firm that helps Florida families recover after serious injuries and from legal wrongs. The firm has represented Floridians in a variety of personal injury, wrongful death, and consumer law cases. Our focus and expertise are primarily on cases involving motor vehicle accidents, bad faith insurance claims, negligent security, and pedestrian accidents.

###