



More than a policy. A promise.

News Release

Contact: Jenna Pac
800-226-3224, ext. 2403
jpac@fcci-group.com

FOR IMMEDIATE RELEASE

FCCI to Kick Off “I Promise to Drive Cell Phone-Free” Campaign

SARASOTA, Fla. – March 28, 2017 – Sarasota-based FCCI Insurance Group will kick off a month-long “I Promise to Drive Cell Phone-Free” campaign in April – Distracted Driving Awareness Month. Teammates and their family members will make a commitment to drive cell phone-free for the month. Several FCCI officers and members of the Risk Control leadership team have already signed pledge cards to make their commitment official. Participants will be given removable stickers to place in their vehicle or on their phone to remind them not to use their phone while driving.

The purpose of this campaign is to promote safer and less distracted driving behaviors that will continue long after the month of April. Teammates who participate in the month-long campaign will receive weekly educational emails, and if they maintain distracted-free driving for the entire month, they will be entered to win a gift card. FCCI Risk Control will hold a Driving Awareness Training Workshop as well.

A blue-bordered rectangular card for a pledge. On the left is a graphic of a smartphone with a blue screen. The screen displays the text "The FCCI Cell Phone-Free Driving PROMISE" in white and blue, with a black road winding through a blue field below. The FCCI logo is at the bottom of the phone graphic. To the right of the phone graphic, the text reads: "I, _____ PRINT NAME", "PROMISE to drive cell phone-free. I PROMISE to do my part to keep my family, friends and community safe from distracted driving.", "I'm making this PROMISE for _____ NAME OF THE PERSON(S)", "SIGNATURE" and "DATE" with lines for signatures, and the FCCI logo with the tagline "More than a policy. A promise." and website "www.fcci-group.com • 800-226-3224" at the bottom.

This campaign will demonstrate how committed FCCI is to safety. “Distracted driving has become a dangerous epidemic, and we want to do our part to try to stop cell phone use behind the wheel. We care about our teammates’ safety, and we also want to encourage their families and our agents and policyholders to put down their phones while driving, too,” says Michael Janicki, FCCI’s Managing Director, Risk Control.

#####

About FCCI – Working through independent agents in 18 states, FCCI provides commercial property and casualty insurance to nearly 19,000 policyholders and commercial and contract

surety to more than 18,000 bonded principals. Established in 1959 and rated A (Excellent) by A.M. Best Company, FCCI is headquartered in Sarasota, Fla., and has regional and branch offices in Alabama, Florida, Georgia, Indiana, Mississippi and Texas. For more information, please contact 800-226-3224 or visit <http://www.fcci-group.com>.