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CONTACT:

Nikki Rhoads

Email: nikkir@pa-news.org

Phone: (717) 703-3071

**Ryan Holzman of Boyertown Area High School Wins
PNA, AT&T It Can Wait Editorial Contest**

HARRISBURG, Pa., March 12, 2015 – Ryan Holzman, a junior at Boyertown Area High School, is the inaugural winner of the Pennsylvania NewsMedia Association Foundation’s It Can Wait editorial contest.

Holzman receives a \$500 cash prize to be awarded on April 1, in conjunction with the PNA Foundation’s Student Keystone Press Awards luncheon during the America East Media Business and Technology Conference in Hershey, Pa.

In 2015, the PNA Foundation, along with PNA and PNA member newspapers, joined AT&T to host an It Can Wait editorial contest to raise awareness about the dangers of texting while driving. High school students were asked to write a column or editorial that best answered the question, "Why is it important to take the It Can Wait pledge to never text and drive?"

Throughout January and February, PNA member newspapers hosted local contests and encouraged high school students to help to make our roadways safer for Pennsylvanians. A winner was recognized in each community and entered into the statewide contest. Ryan Holzman was recognized by *The Mercury*, Pottstown.

In selecting Holzman as the Pennsylvania winner, judges commented on his “excellent use of statistics and research to drive home the dangers of texting and driving. Judges said, “While all the entries received were impressive and often impassioned, Holzman most effectively persuaded the reader to act and take the pledge.”

Texting while driving is involved in more than 200,000 vehicle crashes each year, often involving injuries and death. Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving.

It Can Wait is a national movement tapping into the power of social media and personal networks to make texting and driving as unacceptable as drinking and driving. It urges drivers to visit www.ItCanWait.com, where they can pledge not to text and drive, and share their pledge with others via Twitter (#ItCanWait) and Facebook. It also offers a host of educational resources and information on the issue, including a documentary featuring families impacted by texting and driving accidents.

To date, more than 5 million pledges have been made to never text and drive and more than 2,500 organizations along with tens of thousands of individuals have joined the movement to raise awareness and change behavior.

The PNA, founded in 1925, is the nonprofit trade association for print and digital media in the Commonwealth of Pennsylvania. Its mission is to advance the business interests of Pennsylvania news media companies and to promote a free and independent press. It has more than 300 newspaper and media members, including daily, weekly, and college newspapers and online publications.

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