



**For Immediate Release:
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WTVR-TV CBS 6 Launches W82TEXT PSA Campaign

(Richmond, VA) --- WTVR TV, in partnership with the Personal Injury Law Firm of Emroch & Kilduff, LLP, launches W82TEXT, a public service effort to combat the dangers associated with texting while driving.

WTVR-TV, Emroch & Kilduff, LLP, and other local businesses will be a driving force to inform the Central Virginia community of the dangers associated with texting while driving. This public service campaign encourages drivers of all ages, to WAIT TO TEXT and will utilize multiple informational platforms throughout the year via televised messages, WTVR.COM and social media. Community members are encouraged to fill out an on-line pledge form, promising not text while behind the wheel of their vehicle. Rubber "thumb-bands" will be distributed throughout the year so participants will be reminded of their pledge.

Numerous studies have found that texting while driving can be more dangerous than driving under the influence. Some published findings have stated drivers are twenty times more likely to be involved in an accident while texting behind the wheel, than drivers who are not.

It is the goal of WTVR-TV and Emroch & Kilduff to provide educational material while helping to protect and strengthen the Central Virginia community during this campaign.

For more information please visit WTVR.COM/W82TEXT or contact:

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The personal injury law firm of Emroch and Kilduff, LLP, was founded in 1970 as Walter H. Emroch & Associates. Today, the firm has four offices, eight attorneys and more than 30 team members. Emroch & Kilduff has attorneys licensed to practice in both Virginia and Washington, D.C.

CBS 6 WTVR is owned by Local TV LLC, a broadcast holding company created in 2007 to acquire nine heritage television stations in eight mid-sized markets. In 2008, the company acquired eight Fox Affiliates previously owned by News Corporation. In 2009, the company acquired WTVR-TV, the South's First Television Station.

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