



# BLUFFTON POLICE DEPARTMENT

DATE: March 26, 2019  
RELEASE NUMBER: 19-11

## **Bluffton & Lutzie 43 Foundation Partnership to Combat Distracted Driving**

News Conference:

April 9, 2019

11 a.m.

Bluffton Police Department  
101 Progressive Street

The Town of Bluffton is partnering with the Lutzie 43 Foundation; a non-profit organization aimed at encouraging and empowering young people to be positive ambassadors for safe driving, carried out through the 43 Key Seconds Initiative. 43 Key Seconds is the centerpiece of the Town’s distracted driving awareness and prevention program.

The founder of the Lutzie 43 Foundation, Mike Lutzenkirchen, will accompany Bluffton Mayor Lisa Sulka and other Town Council members at a news conference on April 9, 2019 to announce how this partnership will engage and educate the public when it comes to the fight against Distracted Driving. Mike started the Lutzie 43 Foundation after his son, star Auburn University football player Phillip Lutzenkirchen, was killed in a car accident. Mike firmly believes if Philip hadn’t gotten into a car with someone who had been drinking and had fastened his seatbelt, Philip would still be here today.

The goal of the 43 Key Seconds Initiative is to change the narrative on unsafe and distracted driving and provide a symbol to remind drivers to conduct a safe driving checklist in the first 43 seconds in the vehicle.

**CLEAR HEAD** - ensure you have a clear head – one that is not affected by alcohol, drugs, emotions or fatigue.

**CLEAR HANDS** – have clear hands – send a text, adjust the radio and put all devices away so you can drive hands-free.

**CLEAR EYES** – set your sights on the road ahead. Do not look to the side at a passenger or down at a text.

**CLICK IT** – finally, click your seatbelt. It’s the law and could save your life.



The media and public are invited to the news conference that will take place Tuesday, April 9, 2019 at 11 a.m. in front of the Bluffton Police Department’s Law Enforcement Center, located at 101 Progressive Street.

*The 43 Key Seconds initiative has been supported by prominent names in athletics, including Dabo Swinney, Nick Saban, Cody Parkey of the Chicago Bears, and more. Additionally, the Lutzie 43 Foundation has partnered with companies, organizations and other police departments to create change among employees and in communities.*

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