



## NEWS FROM SANFORD POLICE DEPARTMENT

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### **Sanford Police Launch Don't Text and Drive - #SPDKISS Campaign**

Sanford, FL (February 09, 2018): Sanford Police Department, in an effort to promote safe driving, have launched a Don't Text and Drive - **#SPDKISS** Campaign beginning February 10, 2018, through February 19, 2018.

The purpose of the campaign is to promote Sanford Police Department's continued messaging under their Keep It Safe Sanford (K.I.S.S.) initiative.

This Valentine's Day, we want all drivers on the roads to make it home to their loved ones. The campaign will encourage officers to educate drivers during traffic stops about the dangers of texting and driving. They will give drivers bags containing Hershey kisses with a message attached asking them not to text and drive.

The message also contains the hashtags **#SPDKISS** **#W82TXT** and **#DontTextandDrive**. We will encourage drivers to take a picture with the officers and the bags, then post the pictures on their social media, tagging the Sanford Police Department (@SanfordPolice) on Facebook, Twitter or Instagram using those hashtags.

We hope this campaign contributes to making Sanford a safer place to live, work, and play.

