



PRESS RELEASE

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423 VALLEY BAPTIST EMPLOYEES PLEDGE TO AVOID TEXTING WHILE DRIVING

*VBMC Employees sign forms in memory of 17-year-old girl
killed while texting and driving*

HARLINGEN, Nov. 2011 – A total of 423 Valley Baptist Medical Center employees in Harlingen and Brownsville have pledged to **NOT** text while driving.

The hospital employees – led by Valley Baptist CEO James Eastham, who was the first to sign the pledge – held a pledge signing drive in memory of a 17-year-old high school student who was killed while texting and driving. Alexandria “Alex” Marie Brown lost her life in a roll-over accident while on her way to school on Nov. 10, 2010 in the Lubbock area. Following the tragedy, Alex Brown’s parents started a program to educate the public about the dangers of texting and driving.

The form signed by the hundreds of Valley Baptist employees states that *“I ... make the commitment to not text while operating a motor vehicle. Distracted driving is dangerous and life threatening for other people and for me. I pledge to drive safely and remember Alex Brown.”*

Eileen Brown (no relation to Alex Brown), Director of Recruitment & Benefits for Valley Baptist, said the Valley Baptist employees also pledged to wear their seat belts while driving.

“We hope this effort by our employees, when added to hopefully hundreds of others who will sign such a pledge – as well as efforts of Harlingen and other cities to pass ordinances against texting while driving -- will make a great difference in saving lives here in the Valley and across Texas and the nation,” Ms. Brown said.

For more information on the effort to avoid texting and driving, contact Eileen Brown at (956) 389-6548 or eileen.brown@valleybaptist.net, or visit www.RememberAlexBrownFoundation.org/.

About Valley Baptist Health System

Valley Baptist Health System is an 866-bed faith-based regional health system located in the Rio Grande Valley of Texas. It is focused on improving the lives of the people it serves by providing high quality health care and medical education throughout South Texas, guided by the healing and teaching ministry of Jesus Christ.

Valley Baptist extends many of its services beyond its facilities and into local communities, offering free screenings for the community, support groups and numerous educational opportunities. For more information, visit www.ValleyBaptist.net (and www.FaceBook.com/ValleyBaptistMedicalCenter).