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Runners and Walkers Asked to Pledge Safe Cellphone Use on Road or Trail

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SpryFeet.com, which publishes practical research about running and walking, today launched its "Alert and Alive" campaign, which asks runners and walkers to prevent injuries and deaths by pledging that they will use cellphones safely on the road or trail.

The pledge campaign draws attention to the real dangers of trying to use a cellphone while running or walking, with dangers ranging from tripping and falling while walking to stepping off a curb and into the path of an oncoming truck while running.

SpryFeet.com's "Alert and Alive" pledge campaign for runners and walkers is modeled after Oprah Winfrey's "No Phone Zone" pledge campaign for drivers, with the pledge page at <http://www.spryfeet.com/alertandalive/> offering three levels of commitment.

Pledge level #1 asks people not to text or surf while running or walking. Level #2 builds on this by asking runners and walkers to talk hands-free on their cellphones. Level #3 asks them to stop completely before talking, texting, or surfing on their cellphones.

The campaign is the brainchild of Kirk Mahoney, Ph.D., publisher of SpryFeet.com and the author of *123 Cellphone Tips for Runners and Walkers*, a book that teaches runners and walkers how to use cellphones with courtesy, technological savvy, and safety.

As a multiple-marathoner, Mahoney noticed a growing number of runners and walkers using cellphones unsafely on the road or trail, researched just how widespread the problem has become, and decided to launch this "Alert and Alive" pledge campaign to draw attention to it.

"While emergency physicians and university studies over the past few years have talked about this problem, the wireless industry is missing in action," says Mahoney. "Regarding cellphones, runners and walkers today are where drivers were a few years ago."

For more information, see <http://www.spryfeet.com/alertandalive/qa/>.

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