

# **EDIA INFORMATION**

**Merchants Insurance Group**  
250 Main Street \* Buffalo, New York 14202 \* 1-800-462-1077 \* [www.merchantsgroup.com](http://www.merchantsgroup.com)

*For Immediate Release*

Contact: Wendy Steele, 1-800-462-1077, x. 3170  
[wsteele@merchantsgroup.com](mailto:wsteele@merchantsgroup.com)

## **Merchants Insurance Group Participates in Statewide Initiative To End Distracted Driving**

**BUFFALO, NY, May 10, 2010** – Merchants Insurance Group announces it is joining the statewide effort to eliminate distracted driving by implementing their own “Make the Pledge to Hang Up” initiative.

Merchants Insurance Group is focused on the safety and well being of all drivers on the open road, which is why they are rallying their 250+ employees in their corporate office to make the pledge of not using their cell phone while driving. Merchants Insurance Group colleagues will get the chance to sign their own pledge to make the road safer for everybody.

Merchants’ initiative will begin Wednesday, May 12 at 12:15 at their corporate headquarters, located at their 85 Pearl St. address. The company will be offering incentives such as a raffle for a GPS device and gift cards totaling \$100 to all who sign the pledge. Colleagues who sign the pledge are also encouraged to get friends and family to join the campaign as well.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 650 independent insurance agents throughout the Northeast and North Central United States. With corporate headquarters and regional operations located in Buffalo, N.Y., Merchants also operates offices in Hauppauge, N.Y.; Mount Laurel, N.J.; Bedford, N.H., and Dublin, OH. Merchants’ website can be accessed at [www.merchantsgroup.com](http://www.merchantsgroup.com).

