

# The Unruh Update

Newsletter

▶ Spring '21

## Distracted Driving Awareness Month

At times it seems like there are a million things to do and only so much time to do them, leading many of us to multitask. However, according to studies, most of us are probably not as good at multitasking as we like to think. That being said, April is Distracted Driving Awareness Month and we're here to help spread the word.

Because doing multiple things at once can actually impair cognitive ability, it's important to stay focused while driving. Any activity that diverts a driver's attention from the road is considered distracted driving. Texting, talking on the phone, eating, fixing hair, reading the paper (we've seen it) are all activities that will impair safe driving.

Consider this: Sending or reading a text will take your eyes off the road for five seconds. If you're traveling at 55 MPH, that's the equivalent of driving the entire length of a football field with your eyes closed. That's a scary prospect.

In 2019 alone, 3,142 people died in distracted driving accidents in America. Because this is 3,142 too many, here are a few tips to help avoid distractions behind the wheel:

- Use airplane mode or do-not-disturb on your mobile phone
- Enlist a passenger to help with things like responding to texts, answering phone calls, and navigating
- Groom before you leave
- Get back to basics by scanning the road and using your mirrors
- Secure items in your vehicle
- Rubberband the newspaper

### Safety Incentives

In order to reward safety on the road, ERIE Insurance has released a new smartphone app called YourTurn. The app is designed to utilize sensors in your smartphone to give you a safe-driving score based on categories such as phone distraction, speeding, acceleration, braking, and cornering. Your premium is never affected by app data.

For those looking for a gamified experience, you can compete with your family and peers by tracking leader boards, completing streaks, and unlocking new badges.

*What's in it for you?* Aside from safer driving, you'll also have a chance to earn rewards every two weeks based on your driving scores. Rewards include digital gift cards to 25+ great retailers, including Starbucks. You

can even donate your rewards to charity. To start getting rewarded for safe driving, be sure to contact our agency so we can add it to your policy and download YourTurn on both the Google Play Store and Apple App Store.



▶ Sending or reading a text will take your eyes off the road for five seconds. If you're traveling at 55 MPH, that's the equivalent of driving the entire length of a football field with your eyes closed.

Sources:  
[www.npr.org/templates/story/story.php?storyId=112334449](http://www.npr.org/templates/story/story.php?storyId=112334449)  
[www.wearecentralpa.com/news/aaa-april-is-national-distracted-driving-awareness-month/](http://www.wearecentralpa.com/news/aaa-april-is-national-distracted-driving-awareness-month/)  
[www.nhtsa.gov/risky-driving/distracted-driving](http://www.nhtsa.gov/risky-driving/distracted-driving)

**7th Annual CRUISE NIGHT**  
 FRIDAY, MAY 21  
 4:00 P.M. - 8:00 P.M.  
 MAIN STREET IN DENVER

**BENEFITING**

- REAL LIFE COMMUNITY SERVICES
- DENVER FIRE COMPANY

*Local Food Vendors | Vehicle Entry by Donation*

50 50 RAFFLE	1 \$5	tickets
	3 \$12	
Proceeds Benefit:	REAL LIFE COMMUNITY SERVICES & DENVER FIRE COMPANY	
	Winner guaranteed at least \$500	

Tickets can be purchased at both Unruh offices.

Winner to be announced at Cruise Night.\*

\*You do not need to be present to win

## Meet the Team ▶

Meet Jessica! Jessica Keith-Martin has been with Unruh Insurance for seven years and licensed for 18! She keeps all of Unruh's Commercial Audits in line and assists with marketing for the Agency. Jessica had a beautiful outdoor wedding in NOVEMBER, enjoying a sunny, 70 degree day for her marriage to Kevin. It was a true blessing to have a normal wedding during the Covid pandemic! Jessie and her family have two King Charles Cavaliers and a Boston Terrier. She loves spending time outdoors in nature, gardening, and hanging out with her family. She is also an equal opportunity vacationer, enjoying the mountains just as

much as the beach. Jessie is passionate about Brain Injury Awareness and Long Term Post-Concussion & Brain Issues. She is looking forward with hope this Summer to more things being opened up and spending lots of time with family. Jessie is a blast to work with and we are so glad to have her on board here at Unruh Insurance!





Be ready for  
anything



## Spring is Umbrella Season

If you're looking for a little extra coverage that goes beyond your auto or liability limits, it may be best to pack an umbrella. With an ERIE umbrella policy, you can protect yourself and your family from costly lawsuits resulting from life-changing auto accidents or injuries in your backyard.

- Higher levels of coverage above your auto or home policy
- Protection for you and covered family members, wherever you go
- Peace of mind knowing your financial interests are safeguarded
- A local agent and local claims service for quick and reliable help

An ERIE umbrella policy offers: ►

Give us a call for more details!

### Business hours:

M-T 8:30 a.m. - 5:30 p.m.  
F 8:30 a.m. - 5:00 p.m.  
S 9:00 a.m. - 12:00 noon

### Contact Us:

Local: 717-335-2929  
Web: unruhinsurance.com  
Email: info@unruhinsurance.com

## Friends Refer Friends

### Receive a \$10 Amazon Gift Card

Your referrals are a great compliment to us, so if you refer a friend (or two) to Unruh Insurance Agency, we'll send you a \$10 Amazon gift card.

#### Your info

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

#### Your Friend's Info

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

#### Turn in by form:

Via mail (see our return address on this newsletter) or drop it off at our front desk, in our drop box, or our drive thru!

#### Turn in electronically:

Via email (info@unruhinsurance.com) with the required info or scan the QR code and submit your referral online.

