

## **FREESTYLE PUBLIC RELATIONS' MARKS 8<sup>TH</sup> YEAR AS AGENCY OF RECORD FOR CELLCONTROL, THE MARKET LEADER IN DISTRACTED DRIVING TECHNOLOGIES**

### **Agency Was Signed on in 2009 and Helped Usher in the Distracted Driving Tech Market in 2010 with Industry-Wide Story It Proactively Pitched and Secured with the Associated Press**

ALEXANDRIA, Va. – Sept. 15, 2017 – Freestyle Public Relations, a high-tech public relations consultancy offering tailored communication services to several emerging and established tech markets, announced today its 8<sup>th</sup> anniversary as agency-of-record for client, Cellcontrol, the undisputed market leader of distracted driving technologies. In 2009, Cellcontrol's co-founder and CEO, Robert Guba, signed on Freestyle after the firm successfully represented his former security/compliance tech company, considered by many at the time as the "Google of Louisiana," as a result of the non-stop national media coverage it earned over a stretch of 5 years. Hoping to replicate those results, Guba selected Freestyle to provide a full-service menu of integrated communication components as well as to help shape the new distracted driving industry that at the time was not yet created.

In October 2017, Freestyle secured its [617<sup>th</sup> story](#) for Cellcontrol, which includes syndicated coverage, too. In early 2010 there was limited (at best) media coverage on technologies that could thwart distracted driving. Although it required discussing a few competing technologies to pitch an industry-wide story looking at distracted driving and the technologies that could prevent it, Freestyle pitched and secured an in-person interview with reporter Peter Svensson at the Associated Press' New York City headquarters. Following the interview, Freestyle arranged an in-car demo with a hired driver, so Cellcontrol's VP of Business Development could sit in the passenger seat and demonstrate to the AP reporter how his technology could instantly disable a mobile device once the vehicle was moving. Within a few weeks, Peter Svensson penned an all-encompassing industry [story](#) focusing on the growing epidemic of distracted driving and the benefits and hurdles of current distracted driving technologies.

"It's amazing to look back and reminisce about how far Cellcontrol has come since its humble beginnings in 2009 to today where it services dozens of Fortune 500 and 1000 businesses that want to ensure their policies on distracted driving are being enforced company-wide," said David Splivalo, CEO of Freestyle Public Relations. "In 2009 everyone from the public to the media was in denial about the effects of distracted driving. Through a carefully coordinated and executed integrated communications program over the past several years Freestyle has helped drive the national conversation about both the dangers of distracted driving and how Cellcontrol technology can prevent it."

### **About Freestyle Public Relations**

Established in 2006, Freestyle Public Relations is a high-tech public relations consultancy offering communication services that are tailored to the markets they serve. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its proprietary 'Communication Without Boundaries' methodology in which communication programs are built around the specifics of clients' markets and not around an agency standard. In addition to media relations, the

agency provides additional services including corporate communications, agenting services, government advocacy, brand identity programs, analyst relations, integrated marcom programs, a full-service editorial program, etc. For more information about how Freestyle creates the WOW! factor for its clients, visit its website at <http://www.freestylepr.com> or call 703.798.2395.

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