

FOR IMMEDIATE RELEASE

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## **New National Initiative Targets Distracted Driving as Leading Cause of Spinal Cord Injuries**

STOUFFVILLE, ON - MARKD Productions today announced a strategic collaboration with the Canadian Spinal Research Organization (CSRO) to advance a nationally focused public service campaign addressing distracted driving, now identified as the primary cause of spinal cord injuries.

The collaboration supports the expansion of a cinematic public safety initiative developed by MARKD Productions that takes an unconventional approach to prevention. Rather than relying solely on statistics or shock imagery, the campaign leverages a culturally familiar narrative framework to prompt reflection, connecting everyday habits with real-world consequences in a way audiences do not expect.

“Distracted driving remains a major cause of spinal cord injuries,” said Barry Munro, Chief Development Officer of CSRO. “That reality underscores the urgency of this work. This campaign is timely and very unique in how it approaches prevention. Innovative partnerships like this allow us to reach audiences in meaningful and lasting ways.”

Designed to be engaging, thought-provoking, and empowering, this campaign challenges viewers to reconsider distraction through a lens that feels relatable before delivering its call to action. The objective is not to alarm, but to influence decisions in a way that resonates beyond a single viewing.

As part of the collaboration, CSRO will leverage their networks across Canada and the United States to support broader awareness and outreach efforts.

In an era defined by constant digital interruption, divided attention behind the wheel has become increasingly normalized. The consequences, however, remain severe and life-altering.

“This is about shifting perspective,” said Kevin Huhn, Co-Founder of MARKD Productions. “When a message mirrors everyday experience and then reframes it, it creates a moment of clarity. That’s where change begins.”

The organizations view this effort as part of a broader commitment to positioning distracted driving prevention as a shared social responsibility across communities and industries.

### **About MARKD Productions**

MARKD Productions is a Toronto-based creative studio focused on strategic storytelling, branded content, and business growth. It partners with organizations to clarify their message, strengthen their brand, and connect more meaningfully with their audience through film, content, and strategy. For more information about MARKD Productions, visit [www.markdproductions.com](http://www.markdproductions.com)

### **About the Canadian Spinal Research Organization (CSRO)**

The Canadian Spinal Research Organization is a national nonprofit dedicated to advancing spinal cord research, prevention, and education initiatives across Canada. For more information about the Canadian Spinal Cord Research Organization go to <https://www.csro.com/>

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More Information

Media Contact: Kevin Huhn

[info@markdproductions.com](mailto:info@markdproductions.com)

(289) 800-4295