

Toolkit: Sample Media Advisory

For Immediate
Release

Contact:
(NAME)
(PHONE NUMBER)
(E-MAIL)

(DATE)

(Local Group) Aims to Put the Brakes on Fatalities

What: (Event description) celebrating Put the Brakes on Fatalities Day

Why: Put the Brakes on Fatalities Day has been established to focus national attention on reducing traffic fatalities on U.S. roads. National Highway Safety Administration reports indicate that in 2017 37,133 people died in motor vehicle crashes. This is one fatality every 14 minutes. In 2017, XXX died right here in [STATE]. By focusing extra attention on the three major components of highway safety - driver behavior, vehicle design and maintenance, and the road itself, we can reduce that number. The goal of Put the Brakes on Fatalities Day is to encourage everyone - drivers, passengers, pedestrians, and cyclists, to take extra caution this October 10 to prevent crashes from occurring. Our focus for 2019 is to reduce distractions emphasized by the national theme "Don't be Driven to Distraction-Drive to Arrive."

Who: (Local Participants), joining a national coalition of highway safety advocates

When: October 10, 2019 at (time)

Where: (Event site and address)

For more information, contact the person listed above or log-on to <http://www.asce.org/brakesonfatalities>