

Toolkit: Sample Press Release

FOR IMMEDIATE RELEASE:
(DATE)

CONTACT:
(NAME/PHONE NUMBER)

IMAGINE A DAY WITH ZERO TRAFFIC FATALITIES. (NAME OF ORGANIZATION) CELEBRATES THE SEVENTEENTH ANNUAL "PUT THE BRAKES ON FATALITIES DAY®"

October 10, 2019

(CITY, STATE) A May 2019 report released by the National Highway and Transportation Administration (NHTSA) indicated there were 37,133 traffic fatalities in 2017. This is one fatality nearly every fourteen minutes. There is still much to be done to reduce the number of fatalities. Everyone needs to be engaged as we work toward the goal of a day with zero deaths. A day we imagine where all drivers make a special effort to "Put the Brakes on Fatalities". When this happens we can achieve our goal.

The nineteenth annual Put the Brakes on Fatalities Day will be celebrated on October 10, 2019 by promoting the theme "Don't be Driven to Distraction-Drive to Arrive" in (CITY, STATE) to encourage the public to reduce driver distractions so they and their loved ones do not become one of those statistics.

In support of Put the Brakes on Fatalities Day, (NAME OF ORGANIZATION) will (DESCRIBE EVENT) at (TIME) at the (LOCATION) on (DATE).

The goal is to unite the country in achieving one full day of zero traffic deaths by encouraging safer behavior and actions, promoting safer roadways and vehicles, and creating improved ways to handle medical emergencies and enforcement of traffic regulations. "Motor vehicle fatalities were the leading cause of death in 2015 for all Americans age 11 and every age 16 through 24 in 2014. Whether as a driver, passenger, pedestrian, motorcyclist, cyclist or professional, by working together in a concerted effort, we can make a difference by reducing to zero the number of fatalities occurring on our nation's roads," said (NAME, TITLE).

The good news is that by taking pro-active steps, the public can greatly reduce the odds of becoming a statistic. "First and foremost, we must be attentive when we drive." (NAME) said. "Eliminating distractions such as text messaging and talking on a cell phone, never driving when drowsy, always driving defensively and obeying the posted speed limits, sharing the road with other vehicles like motorcycles, bicycles, and trucks, slowing down in bad weather and in construction and school zones, and not drinking while driving are just a few examples of how drivers can reduce their chances of being in a crash. Other important safety practices include buckling up immediately upon entering a vehicle or every time you begin a trip, using appropriate child safety seats, wearing a helmet when bicycling, motorcycling, or skating, and crossing the street in crosswalks," (NAME) noted.

October was selected for the Put the Brakes on Fatalities Day observance because it is among the peak months for traffic fatalities. In fact recently in 2014, October 25th was one of the most dangerous days of the year to be on the road when 153 people died in traffic crashes according to the National Highway Traffic Safety Administration (NHTSA). Also in 2014, the safest day of this year was on February 6th when 46 individuals were fatalities in motor vehicle crashes.