

# Sample Radio Public Service Announcement

## Announcer Copy

[10 seconds] 101 people will die today in traffic crashes. Drive as if your life depends on it. This October 10th is **Put The Brakes On Fatalities Day**. Join with millions of Americans in making traffic safety a priority on this and every day.

[30 seconds] Did you know you have a much greater chance of dying in a traffic crash than winning the lottery jackpot? Every 14 minutes another person will die today in a traffic crash. Don't let yourself or a loved one join that deadly list. This October 10th is **Put The Brakes On Fatalities Day**. Join with millions of Americans in making traffic safety a priority on this and every day. As a driver, passenger, pedestrian or cyclist, what you do can make a difference. After all, winning the lottery might be fun, but staying alive and healthy is even better.