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.