

Toolkit: Sample Radio Public Service Announcement

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[10 seconds] 90 people will die today in traffic crashes. “Don’t be Driven to Distraction - Drive to Arrive”! This October 10th is “Put the Brakes on Fatalities Day.” Join with all Americans in making traffic safety a priority on this and every day.

[30 seconds] Did you know you have a greater chance of dying in a traffic crash than winning the lottery jackpot? Every 16 minutes another person will die today in a traffic crash. While driving don’t talk or text message on your cell phone and let yourself or a loved one lose their life. October 10th is “Put the Brakes on Fatalities Day.” Join with all Americans in making traffic safety a priority on this and every day. As a driver, passenger, pedestrian or cyclist, you can make a difference. Winning the lottery might be fun, but staying alive is even better.