

NEWS

For Immediate Release:

Contact:

(NAME OF AGENCY) Helps Promote Annual “Put the Brakes on Fatalities Day”

(CITY/TOWN) -- Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2010, designed to increase awareness about safe driving behaviors and keep the State’s roadways fatality free for one-day.

Known as **Put The Brakes On Fatalities Day**, the national initiative was designed to unite the country in moving toward zero fatalities for one full day by encouraging motorists to obey all traffic laws, including buckling up, every ride; driving the posted speed limit; avoiding distractions while driving; and always being safe and sober behind the wheel.

To support this effort, (INSERT ORGANIZATION/AGENCY NAME) will (INSERT EVENT INFORMATION).

Last year in New Jersey, 583 individuals lost their lives in motor vehicle-related crashes, down from 590 in 2008. The decline continues a three-year downward trend in motor vehicle fatalities and marks the lowest number of recorded motor vehicle deaths in the State since the 1940s.

“Clearly, this effort will go a long way in our continuing efforts to stem the tide of tragedies that occur every day on New Jersey’s roadways,” (NAME) said. “Shining the spotlight on this one day can help create a groundswell of support for good driving behaviors that can carry over throughout the year.”

Police departments throughout New Jersey will be asked to report crash information, including the total number of crashes, injury crashes and fatalities that occur on October 10, to the Division of Highway Traffic Safety, the State’s lead traffic safety agency. The Division will post this information on its website and distribute it to the media.

Approximately 72 percent of the 498 police agencies in the State, as well as the State Police, reported their crash data to the Division following the 2009 “Put the Brakes on Fatalities Day.” A total of 789 crashes took place in New Jersey on that day, resulting in 165 injuries and two fatalities.

“Put the Brakes on Fatalities Day not only raises awareness about the individual responsibility we have for our driving behaviors, but also engages drivers in making positive changes behind-the-wheel every day of the year,” (NAME) added.

Additional information on the “**Put the Brakes on Fatalities Day**” is available by logging on to www.brakesonfatalities.org .