

For Immediate Release:
(DATE)

Contact: (NAME)
(PHONE NUMBER)
(E-MAIL)

**** MEDIA ADVISORY ****
-- Photo Opportunities/Visuals --

**(Local Group Name) Recognizes Annual
“Put the Brakes on Fatalities” Day on October 10**
**-- Statewide Initiative Challenges Motorists to Buckle-Up, Slow Down and
Obey All Traffic Laws to Keep New Jersey Roads Fatality-Free --**

WHO: (List all participants, their titles, and the organizations they represent)

WHAT: “**Put the Brakes on Fatalities Day**” was established eight years ago to focus attention on reducing the nearly 40,000 traffic fatalities that occur each year throughout the United States. In New Jersey, 591 individuals lost their lives on the State’s roadways in 2008. As part of a continuing effort to “move toward zero fatalities,” motorists, pedestrians, motorcyclists, and bicyclists are asked to take extra care on October 10 to prevent traffic crashes and make this a **fatality-free day across New Jersey.** To reinforce this lifesaving message and further support the initiative, (INSERT LOCAL EVENT INFO.)

WHERE: (Event site and address)

WHEN: October 10, 2009, beginning at (time)

Please visit the following web sites for additional information on this initiative:
www.brakesonfatalities.org or www.njsaferoads.com .

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