

**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 in 2001 to focus attention on reducing the traffic fatalities that occur each year in the United States. Nationally, there were 35,092 roadway deaths in 2015, while New Jersey lost 603 individuals on the State’s roadways in 2016. As part of a continuing effort in “moving 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, 2017, beginning at (time)

*Please visit the following web sites for additional information on this initiative:*  
[www.asce.org/brakesonfatalities](http://www.asce.org/brakesonfatalities) or [www.njsaferoads.com](http://www.njsaferoads.com) .

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