

## NEWS

For Immediate Release:

Contact:

### (NAME OF ORGANIZATION) 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, 2009, 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, 591 individuals lost their lives in motor vehicle-related crashes. This number represents a 19 percent decline from the previous year, and also marks the lowest number of recorded motor vehicle deaths in the State since 1948.

“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 safe driving practices that can carry over throughout the year.”

Like last year, police departments throughout the State will once again be asked to report crash information (total crashes, injuries crashes and fatalities) for 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 66 percent of the 496 police agencies in the State, as well as the State Police, reported its crash data to the Division following last year’s “Put the Brakes on Fatalities Day.” A total of 1,065 crashes took place in New Jersey on that day, resulting in 201 injuries and one fatality.

“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](http://www.brakesonfatalities.org) or the New Jersey Division of Highway Traffic Safety’s web site, at [www.njsaferoads.com](http://www.njsaferoads.com).

###