



State of New Jersey

OFFICE OF THE ATTORNEY GENERAL
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF HIGHWAY TRAFFIC SAFETY

PO Box 048
TRENTON, NJ 08625-0048

PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

GURBIR S. GREWAL
Attorney General

ERIC HEITMANN
Director

March 5, 2020

Dear High School Principal:

New Jersey's Division of Highway Traffic Safety (HTS) is committed to making New Jersey's roads safe for all who use them – motorists, cyclists, and pedestrians. Reducing pedestrian crashes in particular is a priority for HTS, and we know that raising public awareness is crucial to improving safety on this critical issue.

As we near the date for HTS's 2020 Pedestrian Traffic Safety Summit in Long Branch, NJ on April 28, we are asking for your school's assistance in raising the awareness of young people on pedestrian safety issues. To do this, we are asking high school students throughout New Jersey to enter our 2020 Pedestrian Safety Contest by creating social media that offers a fresh perspective on pedestrian safety. Entries must include one of the following:

- A one minute (or less) live action video **or** animated video that creates awareness on pedestrian safety and utilizes the hashtag #NJPedestrianSafety; or
- A social media GIF **or** graphic that creates awareness on pedestrian safety and utilizes the hashtag #NJPedestrianSafety

The entry criteria for this 2020 Pedestrian Safety Contest, along with a Contest Release Form, can be found at the [Pedestrian Safety Contest webpage](#). We encourage you to widely distribute these forms with the teaching staff at your school and ask them to encourage participation among their students.

The top three entries in each of the two categories listed above will be designated as winners. Winning entries will receive a trophy or award and be announced at HTS's Traffic Safety Summit. The winning submissions will also be featured in an HTS multimedia social media campaign on pedestrian safety.



TEL: (609) 633-9300 (800) 422-3750 FAX: (609) 633-9020

www.njsaferoads.com



Deadline for all entries is close of business on Wednesday, April 15, 2020. For instructions on how to submit an entry electronically, send an email to hts.contest@njoag.gov and a link will be sent for your video entry or submit a thumb drive mailed to the Division of Highway Traffic Safety, 140 East Front Street, PO Box 048, Trenton, NJ 08625: Attn: Public Information Assistant, Laura Fredrick, or Manager of Special Projects, Tomi-Anne Raue, Pedestrian Safety Video Contest.

If you have any questions, please call Laura Fredrick at (609) 376-9704 or Tomi-Anne Raue at (609) 376-9712.

We look forward to your school's participation in raising public awareness on the important issue of pedestrian safety among our youth.

Sincerely,



Eric Heitmann, Director



TEL: (609) 633-9300 (800) 422-3750 FAX: (609) 633-9020
www.njsaferoads.com

