

**2011 Slow Down Yard Sign Campaign
Safe Communities
Kickoff – Week of May 9, 2011**



**Sample news release/newsletter article for
Slow Down Campaign**

For release on: _____

For more information, media may contact: _____

Contact telephone number: _____

_____ Neighborhood Association **OR** _____ Police/ Sheriff Department to participate in Safe Communities "Slow Down" Campaign.

School is out soon! _____ (your organization's name), in partnership with Safe Communities, is conducting a Slow Down Yard Sign Campaign.

As part of this campaign, yard signs will pop up in yards across _____ (location) reminding motorists to "Slow Down, Watch for Kids."

We all need to slow down when children are present, because the faster vehicles travel, the more likely crashes are to occur and the more severe injuries will be. Children are especially vulnerable due to their smaller stature.

If a child pedestrian is hit by a car traveling at 20 mph, 5% are killed, most injuries are slight, and 30% suffer no injuries at all. At 30 mph, 45% are KILLED and many are injured. At 40 mph, 85% ARE KILLED.

According to the National SAFE KIDS Campaign, pedestrian injuries are the second leading cause of unintentional injury-related death among children ages 5 to 14. Each year in the United States, nearly 900 children ages 14 and under die from pedestrian injuries and another 24,000 are injured in traffic-related crashes.

When child pedestrians are hit by cars, it's usually as they dart out between cars midblock. Please drive slowly and be on the lookout for kids!

Would you like to post yard signs on your street, or help organize this effort? If so, please contact _____ at _____ (phone.)

Slow down yard signs are available at participating police departments and American Family Insurance agencies. Visit www.safercommunity.net for pick-up locations.

OR

Pick up your yard signs at _____ Police Department between the hours of _____. For more information, call _____.

Thanks to American Family Insurance for sponsoring this campaign.

Safe Communities is a 501(c)3 non-profit safety and injury prevention coalition that builds partnerships to make our communities safer. For more information, visit www.safercommunity.net.

