

## Sample Press Release

**Note:** Before filling in the names of the Organization and Organization Spokesperson, you ***MUST*** contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

**FOR IMMEDIATE RELEASE: [Date]**  
**CONTACT: [Name, Phone Number, E-mail]**

### **Back to School Season is the Perfect Time to Teach and Reinforce Children's Positive Pedestrian, Bicycle, and School Transportation Behaviors**

**[City, State]** - According to **[Name of Official/Local Organization]**, while motor vehicle injury is one of the leading killers of children more than one year of age, not all deaths and injuries occur in motor vehicles. Children often rely on walking, or riding a bicycle or bus to or from school or other activities, and it's up to parents and caregivers, teachers and other concerned adults to make sure that these kids are taught and reminded to practice safe traffic safety behaviors.

The facts are alarming. In 2005, nearly one-fifth (18%) of all children between the ages of 5 and 9 who were killed in traffic crashes were pedestrians. Children age 15 and younger accounted for 8 percent of the pedestrian fatalities in 2005 and 28 percent of all pedestrians injured in traffic crashes. "Parents and caregivers need to remember that 'children are not small adults' and often need help crossing the street – especially if they are 10 years old or younger," said **[Name of Official/Organization]**.

Nearly one-fifth (17%) of the bicyclists killed in traffic crashes in 2005 were between the ages of 5 and 15. The fatality rate for this age group was about 14 percent higher than the rate for all bicyclists. Although bicycle helmets are up to 85 percent effective in preventing head and brain injuries, almost 75 percent of bicycle crashes involve head injuries where no helmet was used.

Since 1995, 170 school-age pedestrians younger than 19 years old have died in school transportation-related crashes. Nearly two-thirds (65%) were killed by school buses, 5 percent by vehicles functioning as school buses, and 30 percent by other vehicles involved in the crashes. Nearly one-half (49%) of all school-age pedestrians killed in school transportation-related crashes were between the ages of 5 and 7. "There are specific safety rules that children need to

understand before they can safely utilize school transportation. Parents and other caregivers must teach and reinforce these skill sets to ensure that their children enter and exit the bus environment safely,” said **[Name of Official/Organization]**.

“I urge you to spread the word about pedestrian, bicycle, and school transportation safety. Teach and reinforce safety rules so they become safety habits that last a lifetime. This will help to save lives and prevent injuries, and make our communities stronger,” **[Name of Official/Organization]** said.

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