

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]

Daylight Savings Time Ends on October 29 Boys and “Ghouls” At Greater Risk

[City, State] - The end of Daylight Savings Time (DST) on October 29th combined with a weekend of Halloween celebrations can result in little boys and “ghouls” being “haunted” by crash-related deaths and injuries. Studies have identified a clear relationship between losing an hour of sleep and an increase in fatigue and traffic crashes. Furthermore, the National Highway Traffic Safety Administration’s (NHTSA) recently released 2004 Pedestrian Fact Sheet shows that 40 percent of the young (under 16 years old) pedestrian fatalities occur in the late afternoon or early evening. Halloween is also one of the deadliest times of the year because impaired driving increases significantly.

[Name of Agency Official] says, “I urge adult parents and caregivers to make sure that they accompany trick-or-treaters as they make their way around the neighborhood. Hold their hands when they cross the street, and make sure that their costumes are brightly colored and visible to motorists. Encourage children to carry flashlights or “glow sticks” to help see and be seen.”

NHTSA reminds motorists to stay alert and slow down this Halloween! Kids are going to be excited and may dart into traffic unexpectedly. Their costumes may impair their ability to see and hear you.

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