



October 10, 2001

Put the Brakes on Fatalities  
Attn: Chris Hanson  
1420 King Street  
Alexandria, VA 22314-2794

## Partners Driving the Campaign

- AAA
- American Ambulance Association
- American Association of State Highway and Transportation Officials
- American Council of Engineering Companies
- Automobile Highway Users Alliance
- American Public Health Association
- American Road and Transportation Builders Association
- American Traffic Safety Services Association
- Emergency Nurses Association
- Emergency Nurses CARE
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- National Association of County Engineers
- National Association of Governors' Highway Safety Representatives
- National Highway Traffic Safety Administration
- National Organizations for Youth Safety
- National Society of Professional Engineers
- Network of Employers for Traffic Safety
- Roadway Safety Foundation
- The Road Information Program

*Each year 42,000 Americans  
are killed on our  
Nation's Roadways.*

Imagine...a day with  
**ZERO** traffic fatalities



**That dream can  
become a reality on  
October 10, 2001**

Visit <http://brakesonfatalities.org/>  
for announcements and  
promotional materials.

**First Annual  
Put the Brakes on Fatalities Day**

Imagine a day of  
**ZERO** fatalities...

America's roadway system is among the world's best. Through the development of safer vehicles and specialized safety equipment (e.g., child seats, helmets), upgraded laws, better roadways, and educational programs to address safe behaviors, we have come a long way in reducing fatalities on the nation's roadways. But all of our progress in each of these areas can bring us just so far. In the end, each roadway user is the key to safety.

After a steady 20-year decline in the number of traffic fatalities, that number has stagnated at about 42,000 per year. That's about 115 fatalities every single day—one fatality every 13 minutes. In 1999, the lowest number of fatalities in a single day was 50.

We think we can do better than that and on October 10th, we are going to try.

On October 10, 2001  
imagination can become  
a reality

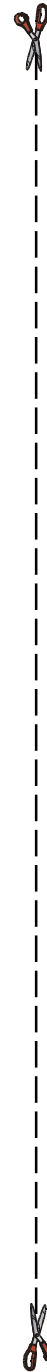
On October 10th, the first annual **Put the Brakes on Fatalities Day**, we will ask everyone to focus on their own individual behavior when using the roadways—as pedestrians, bicycle and motorcycle operators, motor vehicle operators and passengers. We want each person to take an extra measure of care to ensure their safety and the safety of others by sharing the road with other users (motor vehicle operators, pedestrians, and cyclists) in a safe manner:

- ✓ Drive courteously and defensively
- ✓ Know the rules of the road for their method of transportation, and obey all signs and signals
- ✓ Wear protective gear—seat belts or helmets
- ✓ Don't speed, drive while impaired, distracted, or in an aggressive manner

**We hope you will join the partners  
driving the campaign to...**



October 10, 2001



Whatever your interest, from driving to walking and cycling, to roadway conditions, and more, you can begin to  
**Put the Brakes on Fatalities NOW!!**

Sign up to receive more information for the October 10, 2001, awareness day. Please fill out form completely.

Mr. Mrs. Ms. Miss Dr.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_