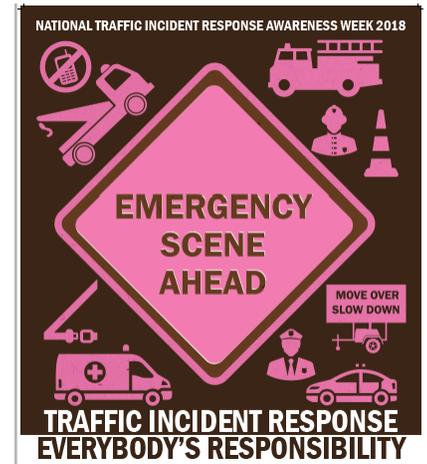


SAMPLE Press Release:

(Addresses Communities & Drivers)

NATIONAL TRAFFIC INCIDENT RESPONSE AWARENESS WEEK NOV. 11-17, 2018

From November 11-17, 2018, FHWA, its key partners, and responders around the nation will mark the third annual National Traffic Incident Response Awareness Week. Responders, community leaders and preparedness organizations will use the week to prepare drivers and their local public safety professionals to help prevent responder, driver or passenger injuries and deaths. Police, fire and rescue, safety service patrols, emergency medical professionals, towing and recovery professionals, public works departments, utilities, constructors, and transportation crews will talk to communities about the dangers of Traffic Incident Response, that are killing drivers, passengers, pedestrians, and those who rush to their aid.



INSERT INFORMATION FROM YOUR ORGANIZATION. A statement of support is fine if you do not have a specific event planned.

The [insert name of organization, unit, or business] is marking the week by [insert any details of your organization].

We encourage our people and all drivers to understand that Traffic Incident Response Safety is everybody's responsibility.

Over the next year, responders and those in support roles at all levels of government will develop various ways to communicate simple messages, such as:

"Drive safely, obey signs and signals, and watch for responders at incident scenes."

"Slow down and move over for incident responders."

Some will use a similar message, when responders tell the traveling public...

"At an incident scene, your response is as important as our response..."

National Traffic Incident Response Awareness Week occurs right before the end-of-year travel that we make to visit relatives and friends. Many of us will travel between communities or states. Make sure your vehicle is in good condition. Pack supplies you would need in case of an emergency. Be prepared in case the worst happens. **Know before you go and save a life.**

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