

SAMPLE Press Release:
(Addresses Communities & Drivers)

TRAFFIC INCIDENT RESPONSE WEEK NOVEMBER 13-19, 2017

many responders and motorists are dying on the Nations' roads. We can and must get the Nation to focus on working together to reduce this trend.

In 2015, the National Highway Traffic Safety Administration (NHTSA) reported a 7.2% increase in roadway fatalities over 2014. In 2016, another 6% jump was reported.

From November 13-19, FHWA, its key partners, and responders around the Nation will mark the second Traffic Incident Response Week. Responders, community leaders and preparedness organizations will use the week to prepare drivers and their local public safety professionals to take safe actions that will prevent responder, driver or passenger deaths. Police, fire and rescue, safety service patrols, emergency medical professionals, towers, and public works and transportation crews will talk to communities about dangers that are killing drivers, passengers, pedestrians, and those who rush to their help.

INSERT INFORMATION FROM YOUR ORGANIZATION.

A statement of support is fine if you do not have a specific event planned.

Over the next year, responders and those in support roles at all levels of government will develop various ways to communicate this message...

“Drive safely, know local and State laws, and respect the lives of
responders who safeguard you when in a crash.”

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

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

The Week occurs right before the numerous end-of-year travel that we make to relatives and friends. Many of us will travel between communities or States. Make sure your vehicle is in good condition, you have supplies in case of an emergency, and you are prepared in case the worst happens.

Know before you go and save a life.

