



FACT SHEET

- More than 500 local law enforcement agencies are joining Governor Pat Quinn, the Illinois Department of Transportation, Illinois State Police and hundreds of local communities statewide to launch **Operation Save 100**.
- If successful, Illinois will set a historic record by experiencing the fewest motor vehicle fatalities in one year since 1921.
- According to the National Safety Council, the average economic cost per motor vehicle fatality is more than \$1 million.
- Everyone has the responsibility to drive sober, to wear his/her safety belt, to avoid distracted driving and to not drive aggressively.
- We all play a vital role in preventing aggressive driving and we can all help by sending a strong message to family and friends that aggressive driving is not acceptable.
- **Operation Save 100** will officially begin on Friday, November 13 and will run through the end of 2009.
- The earned media campaign will consist of television and radio interviews, bi-weekly press releases, periodic news conferences and community activities statewide.
- The Illinois Department of Transportation's Division of Traffic Safety Occupant Protection, Impaired Driving, Motor Carrier and Operation Teen Safe Driving Programs will also be leveraged to drive the **Operation Save 100** initiatives to fruition.
- In 2007, 1,248 highway fatalities occurred on Illinois roadways. In 2008, 1,043 fatalities were reported. If less than 1,000, highway fatalities occur across Illinois in 2009, Illinois will join a small, elite group of states who have experienced less than 1,000 highway fatalities.
- Highway fatalities in Illinois have plummeted from a high of 1,454 in 2003 to lows not seen since 1923.