



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 used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release. To increase the chances of your press release going to print, follow-up with local media and invite them to ride-along during nighttime safety belt and alcohol enforcement.

NEWS

FOR IMMEDIATE RELEASE

(Insert Date)

For Information Contact:

(Insert Contact Name)

(Insert Phone Number)

(Insert E-mail)

***(Insert Your City/Town/Village)* Joins State Officials in Announcing Kickoff of Operation Save 100**

Encourage citizens to (Insert Your City/Town/Village) help save 100 lives and \$100 million dollars in associated costs by New Year's Day.

(Insert Your City/Town/Village) announced today they will be joining Governor Pat Quinn, the Illinois Department of Transportation's Division of Traffic Safety, Illinois State Police, local law enforcement agencies and hundreds of other communities throughout Illinois involved with 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.

"(Insert Your City/Town/Village) is committed to preventing death and injury by stopping impaired driving, motorists driving unbelted, distracted and aggressive driving behaviors," said ***(Insert name of Mayor/Village President)***.

"Everyone has the responsibility to drive sober, to wear his/her safety belt, to avoid distracted driving and to not drive aggressively," ***(Insert name of Mayor/Village President)*** continued. "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."

(more)

WHEREAS, motor vehicle crashes killed 1,042 people in Illinois during 2008;

WHEREAS, for thousands of families across the state and the nation, these upcoming holidays are a time to remember loved ones lost; and

WHEREAS, organizations across the state and the nation are joined with the Operation Save 100 Initiative to foster public awareness of the dangers of impaired driving, aggressive driving, distracted driving, driving unbelted and law enforcement efforts to curb impaired driving, increase safety belt usage and

WHEREAS, the community of _____ is proud to partner with the Illinois Department of Transportation's Division of Traffic Safety and advocacy groups in that effort to make our streets and roadways safer;

NOW, THEREFORE, I, _____ do hereby proclaim November and December as the Operation Save 100 period in _____ and do hereby call upon all citizens, government agencies, business leaders, hospitals, other health care providers, schools, public and private institutions to promote awareness of the impaired driving, safety belt compliance and distracted driving problems, to support programs and policies to reduce the incidence of impaired driving and motorists driving unbelted, and to continue to promote safe driving now through New Year's Day.

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