



Note: Before filling in organization names you **MUST** contact them to obtain their permission to use their names in this OpEd article. Only after this is done can you send out the OpEd article to local press.

Opinion-Editorial

150 Words

FOR IMMEDIATE RELEASE

(Insert Date)

For Information Contact:

(Insert Contact Name)

(Insert Phone Number)

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***(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.

We are committed to preventing death and injury by stopping impaired driving, motorists driving unbelted, distracted and aggressive driving behaviors.

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.

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