

PUBLIC SERVICE ANNOUNCEMENTS FOR RADIO/SCHOOLS/COMMUNITY ORGANIZATIONS

What follows are samples. Additional PSAs can be developed for your target audience.

Did you know?

- A person hit by a vehicle traveling **30 mph** is **three times** more likely to die than one traveling **25 mph**. **KEEP KIDS ALIVE DRIVE 25®**. Visit www.KeepKidsAliveDrive25.org. (Source - "General Estimates System" database of police-reported accidents-Federal Highway Administration - 1999) V

Did you know?

- The majority of speeders on your street live right in the neighborhood. Make a difference - **KEEP KIDS ALIVE DRIVE 25®**. Visit www.KeepKidsAliveDrive25.org. (Source – Police Departments from communities of all sizes throughout the U.S.)

Did you know?

- According to deaths per 100 million miles driven, residential streets are the second deadliest in America with a death rate of 2.1 per 100 million miles. This is over twice the rate of death per highway miles driven, which is .9. **KEEP KIDS ALIVE DRIVE 25®**. Visit www.KeepKidsAliveDrive25.org. (Source-Federal Highway Administration, 2001)

Did you know?

- The risk of crashing increases 3X due to speeding. **KEEP KIDS ALIVE DRIVE 25®**. Visit www.KeepKidsAliveDrive25.org. (Source – AAA Foundation for Traffic Safety – 2006)

Did you know?

- 4,200 lives could be saved each year if 90% of the U.S. population wore seat belts. **Dare to Care - SEAT BELTS – FASTENATING!®**. Visit www.KeepKidsAliveDrive25.org. (NHTSA)

Did you know?

- Each year, stop sign violations are associated with approximately 200 fatal crashes and 17,000 non-fatal injury crashes. Dare to Care - **STOP! TAKE 3 TO SEE®**. Visit www.KeepKidsAliveDrive25.org. (National Safekids Coalition)

Did you know?

- In urban areas, almost 50% of crashes occur at intersections. Of these, 52% occur at traffic signals and 21% at stop signs. Dare to Care - **STOP! TAKE 3 TO SEE®**. Visit www.KeepKidsAliveDrive25.org. (Source – Insurance Institute for Highway Safety, 2004)

Did you know?

- If you shift into 2nd gear (either automatic or manual transmission), it is very difficult to exceed the residential speed limit. So, Keep It In 2nd and **KEEP KIDS ALIVE DRIVE 25®**! Visit www.KeepKidsAliveDrive25.org.

For information about additional Public Service Announcements, please contact Tom Everson at Tom@kkad25.org or call 402-334-1391.

KEEP KIDS ALIVE DRIVE 25® - A Non-Profit Organization—501c3
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