The Road Commission of Kalamazoo County Participates in Toward Zero Deaths and Promotes Put the Brakes on Fatalities Day October 10, 2019

Toward Zero Deaths™ National Strategy on Highway Safety
What is Toward Zero Deaths

- A statewide safety campaign based on the national strategy on highway safety intended to influence driver behavior and improve safety.

- With over 37,000 fatalities occurring on US highways each year, roadway safety remains one of the most challenging issues facing Michigan, and the nation.
What is “Put the Brakes on Fatalities” Day
THURSDAY, OCTOBER 10, 2019

Motorists throughout the nation are asked to join a day-long effort on Thursday, October 10, 2019 designed to increase awareness about safe driving behaviors and keep the State’s roadways fatality free for one-day.

Unite the country in moving toward zero fatalities for one full day by encouraging motorists to obey all traffic laws including buckling up, drive the posted speed limit, avoid distractions while driving, bicycle safety and always being safe and sober behind the wheel.
Poster Art Contest

- Kalamazoo County kids ages 4 through 12 are invited to enter artwork representing their thought on “Put the Brakes on Fatalities” by September 30th.

- Top winners in each age group:
  - Ages 4 – 6,
  - Ages 7 – 9, and
  - Ages 10 – 12
will receive a bicycle and helmet on
Thursday, October 10, 2019 at the Road Commission office.
Poster Art Contest Rules

- Art must be on 8.5 x 11 paper
- Any material can be used including paint, crayon, pencil, pastel, and collage
- NO computer aided drawings
- All entries must be postmarked by September 30, 2019 to be eligible
- Mail entries to:
  Road Commission of Kalamazoo County
  3801 East Kilgore Road
  Kalamazoo, MI 49001
Entry Examples

Play it Safe

Look Both Ways

Share The Road

Keep your Eye on the Road

Be Alert So you wont Hurt!
“Put the Brakes on Fatalities” Poster Art Contest

FOR MORE INFORMATION VISIT

WWW.KALAMAZOOOCOUNTYROADS.COM

Kalamazoo County kids ages 4 through 12 are invited to enter artwork BY SEPTEMBER 30, 2019.