



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



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 - 12will receive a bicycle and helmet on Thursday, October 10, 2019 at the Road Commission office.

Poster Art Contest
Put the Brakes on Fatalities Day
Thursday, October 10, 2019
Awards Day is Thursday, October 10th at 5:00 p.m.
At the Road Commission of Kalamazoo County (RCKC)

Let's encourage everyone – drivers, passengers, pedestrians and cyclists – to exercise caution every day and Put the Brakes on Fatalities

Kalamazoo County kids ages 4 through 12 are invited to enter artwork representing their thoughts on "Put the Brakes on Fatalities".
There will be winners in all three age categories. **Top Winners in Each Age Group Receive a BICYCLE AND HELMET!**

Age Categories
4 through 6 years old
7 through 9 years old
10 through 12 years old

Always Make Safety Your Top Priority
*Wear protective gear. Seat belts in vehicles and helmets for cyclists greatly reduce injuries or deaths.
*Don't speed or drive aggressively or impaired
*Know and obey all signs and signals
*Drive courteously and defensively

RULES:

- Art **MUST** be on 8.5x11" paper.
 - Any materials 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
- Winners' names/artwork will be sent to media and posted on the RCKC website at www.kalamazooountyroads.com
- Mail entries to:
Road Commission of Kalamazoo County
Attention: Selena Rider, Administrative Assistant
3801 East Kilgore Road
Kalamazoo, MI 49001

Each entry **MUST** have this information on the back of the posters

Child's First Name: _____
Child's Last Name: _____
Age: _____
Home Phone Number: _____
Mailing Address: _____
City: _____ Zip: _____
Email: _____
Parent's First Name: _____
Parent's Last Name: _____

Road Commission of Kalamazoo County
3801 E. Kilgore Road
Kalamazoo, MI 49001
(269) 381-3171
Fax (269) 381-1760
www.kalamazooountyroads.com

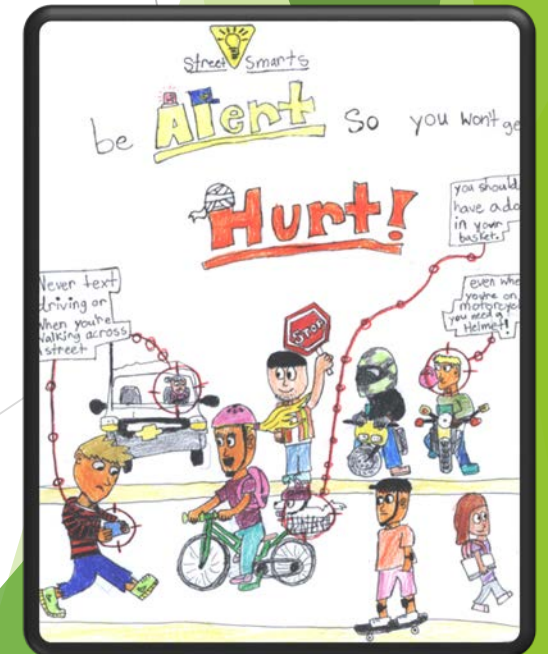
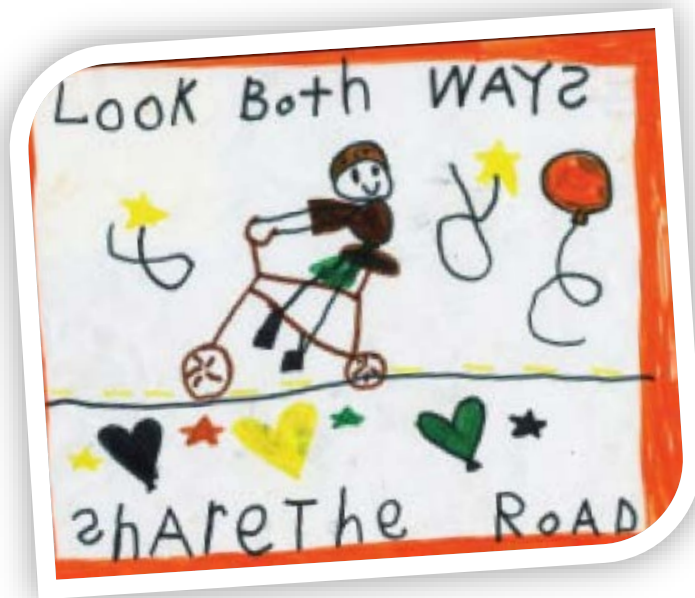
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Road Commission of Kalamazoo County
3801 East Kilgore Road
Kalamazoo, MI 49001



Entry Examples



“Put the Brakes on Fatalities” Poster Art Contest

▶ FOR MORE INFORMATION VISIT

▶ WWW.KALAMAZOOCOUNTYROADS.COM

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

