

# News Release

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FOR IMMEDIATE RELEASE Contact: Joanna Johnson, Managing Director  
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## **KALAMAZOO COUNTY ROAD COMMISSION ANNOUNCES WINNERS OF THE “PUT THE BRAKES ON FATALITIES DAY” POSTER CONTEST**

Kalamazoo, Michigan – In support of “Put the Brakes on Fatalities Day”, the Kalamazoo County Road Commission (KCRC) sponsored a poster contest to bring awareness to driving distracted. Kids age 5-13 were asked to demonstrate what “Put the Brakes on Fatalities” meant to them. The winners are; Lily Moaiery (6), Linnea Hohm (8), Ava Moaiery (9), Abigail Vliestra (9) and Garrick Hohm (11). Prizes will be awarded at the KCRC office on Monday, October 13<sup>th</sup> starting at 4:00pm. Press is invited to the event.

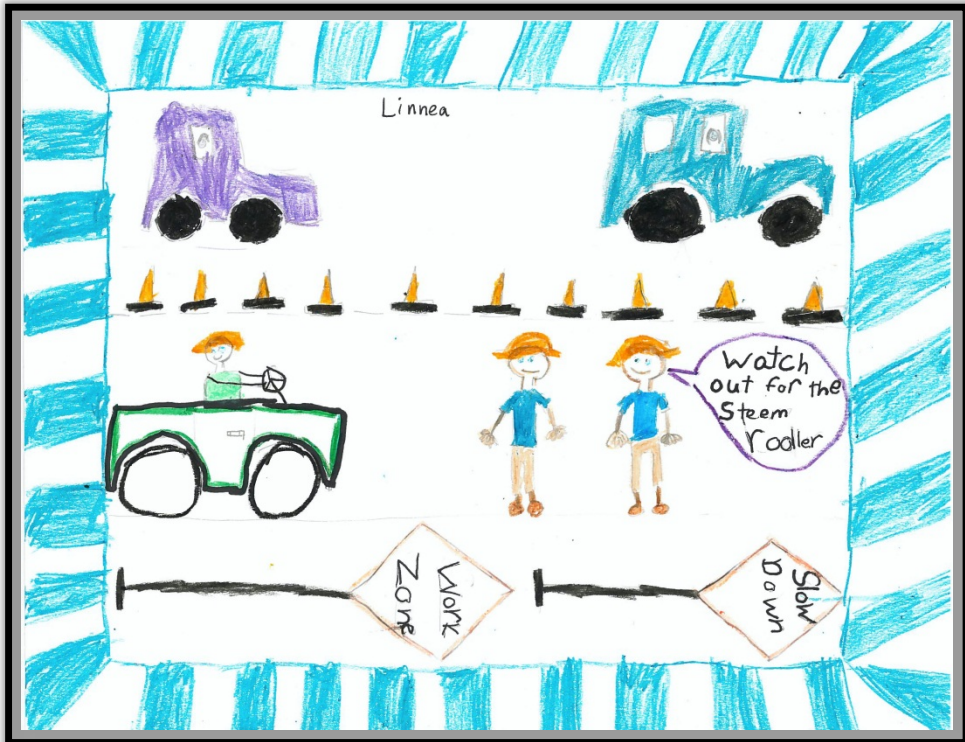
Ava Moaiery (9) of Kalamazoo won OVERALL 1<sup>st</sup> Place. Ava’s poster illustrated a child on a bike asking people to not text and drive, because she wants to stay alive.



Garrick Hohm (11) of Kalamazoo won the 1<sup>st</sup> place prize in the 11 to 13 year age group. Garrick's illustration shows the importance of paying attention in a construction zone.



Linnea Hohm (8) of Kalamazoo won the 1<sup>st</sup> place prize in the 8 to 10 year age group. Linnea's illustration is of a work zone and the workers having to be extra attentive to their surroundings.



Lily Moaiery (6) of Kalamazoo won the 1st place prize in the 5 to 7 year age group. Lily's illustration showed the importance of focusing on driving instead of being distracted by music.



Abigail Vlietstra (9) of Portage won the 2<sup>nd</sup> place prize in the 8-10 year age group. Abigail's illustration reminds all drivers to put the brakes on fatalities.



KCRC thanks our five winners for participating and we look forward to those who submit art next year!

The goal of Put the Brakes on Fatalities Day is to unite the country in achieving one full day of zero traffic deaths by encouraging safer behavior and actions, promoting safer roadways and vehicles, and creating improved ways to handle medical emergencies and enforcement of traffic regulations. "Motor vehicle fatalities are the leading cause of death for all Americans from three to fourteen years old, by working together in a concerted effort, we can make a difference by reducing to zero the number of fatalities occurring on our nation's roads," said Joanna Johnson, KCRC Managing Director.

"First and foremost, we must be attentive when we drive." Johnson said. By eliminating distractions such as text messaging and talking on a cell phone, never driving when drowsy, always driving defensively and obeying the posted speed limits, sharing the road with other vehicles like motorcycles, bicycles, and trucks, slowing down in bad weather and in construction and school zones, and not drinking while driving are just a few examples of how drivers can reduce their chances of being in a crash. Other important safety practices include buckling up immediately upon entering a vehicle or every time you begin a trip, using appropriate child safety seats, wearing a helmet when bicycling, motorcycling, or skating, and crossing the street at crosswalks.

October was selected for the Put the Brakes on Fatalities Day because it is among the peak months for traffic fatalities.

### **Put the Brakes on Fatalities Day October 10, 2014 promotes:**

#### **Safer Driving Behaviors**

##### **AVOID:**

- Texting
- Eating and Drinking
- Grooming
- Reading
- Watching a Video
- Adjusting a radio, CD player, or MP3 player.

For more traffic safety tips and information, log on to the **Put the Brakes on Fatalities Day** website at [www.brakesonfatalities.org](http://www.brakesonfatalities.org)

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