

Contact: *Your contact info*

National Passenger Safety Week, January 21-28, 2024.

(your organization's name) Joins National Campaign to Empower Passengers to Speak Up for Their Own Safety

Passengers accounted for 62 percent of traffic fatalities nationwide in 2019, according to the Insurance Institute for Highway Safety. We can reduce these numbers by empowering passengers to speak up for their safety when in a dangerous driving situation. That's why *(name of your organization, add a link to your website)* is participating in National Passenger Safety Week, January 21-28, 2024.

The campaign was launched last January by [We Save Lives](#) and The [National Road Safety Foundation](#), two non-profits whose focus is on crash prevention and saving lives.

(Name of organization) is joining with more than 60 traffic safety and advocacy groups nationwide who are helping encourage passengers to SPEAK UP. The campaign will include a nationwide media blitz, social media outreach and involvement from groups including the Governors Highway Safety Association, (GHSA) which represents traffic safety offices in all 50 states, the National Safety Council (NSC) and Students Against Destructive Decisions, (SADD) with more than 400,000 student members.

"Passengers can set the ground rules when it comes to their safety. They have the power to keep drivers from using their mobile devices while driving. They should not get in the car with a driver who is impaired and they have the power to discourage other bad driving choices such as speeding and driving drowsy," said *(your spokesperson)*. *You can use these words or your own. We encourage you to make this your press release.*

Plans for the campaign include the distribution of materials about how to SPEAK UP, including scripts and videos. It also includes the "Courage to Intervene" Promise.

"Whether a driver is impaired by alcohol or drugs, is speeding or driving too aggressively, or can't stay awake at the wheel, bad driving choices put passengers at risk of serious injury or death," said Lightner, who has been a leading traffic safety advocate since founding Mothers Against Drunk Driving (MADD) in 1980 after losing her 13-year-old daughter Cari to a multiple repeat offender drunk driver. "Passengers need to intervene when they see dangerous driving behavior," she said. "We hope this ongoing campaign will empower passengers to be safety

advocates, to the point where it becomes acceptable – even expected – for passengers to SPEAK UP when confronted with an irresponsible driver.”

“Much of being a safe driver comes from education,” said Michelle Anderson, director of operations at The National Road Safety Foundation, a non-profit founded more than 60 years ago to promote safe driving behavior through education. “When people are knowledgeable about driving risks like impairment, speed, aggression, and drowsiness, there’s a better chance they will avoid taking those risks or letting others do so. The National Passenger Safety Campaign educates and empowers passengers about how they can save lives by calling out unsafe driving in the vehicle before crashes happen.”

Visit nationalpassengersafety.org (add the link here before you put this on the website) for more information and to sign the Courage to Intervene Promise.

Please add your organization’s boilerplate here.

We Save Lives, founded by in 2014 by Candace Lightner, is an umbrella organization of more than 50 highway safety advocates, law enforcement agencies, companies, local, state, national, and international organizations, victim’s/survivor groups, and others who want to stop the carnage on our highways. They have launched a number of campaigns to change driving behavior. National Passenger Safety Week is their latest.

The National Road Safety Foundation, for more than 60 years, has produced free videos and teaching materials on distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety, and a host of other safety issues. It also sponsors contests to engage teens in promoting safe driving to their peers and in their communities, partnering nationally with youth advocacy groups including SADD and Family Career and Community Leaders of America. (FCCLA)