

FOR IMMEDIATE RELEASE
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**IMAGINE A DAY WITH ZERO TRAFFIC FATALITIES
KALAMAZOO COUNTY ROAD COMMISSION CELEBRATES THE FOURTEENTH ANNUAL
"PUT THE BRAKES ON FATALITIES DAY"®**

Kalamazoo, MI -- Motorists in Kalamazoo and throughout the State as well as the nation are asked to join a day-long effort on **October 10, 2014**, designed to increase awareness about safe driving behaviors and keep the roadways fatality free for one-day.

Known as "Put the Brakes on Fatalities Day", the national initiative was designed to unite the country in moving toward zero fatalities by encouraging motorists to obey all traffic laws, including buckling up, every ride; driving the posted speed limit; avoiding distractions while driving; and always being safe and sober behind the wheel. "Put the Brakes on Fatalities Day" will take the combined vigilance of all roadway users to accomplish this feat.

To support this effort, the Kalamazoo County Road Commission (KCRC) will be holding a countywide poster contest with the theme "Don't Drive Distracted". Children ages 5 – 13 are invited to submit an original poster (with no computer aided drawings) on 8.5x11 inch paper for various prizes. Posters are due to the KCRC office by September 19, 2014 and the winners will be announced on October 10th in honor of "Put the Brakes on Fatalities Day". Additional information on the "**Put the Brakes on Fatalities**" Coloring Contest in Kalamazoo County is available at <http://kalamazoocountyroads.com/publications.html>

In 2013, 951 individuals in Michigan lost their lives in motor vehicle-related crashes, of these fatal accidents 36 occurred on roads in Kalamazoo County. This places Kalamazoo County in the top 5 counties for fatal accidents.

"These initiatives may go a long way in our continuing efforts to raise awareness for the responsibility we have for our driving behaviors, but also engages children to remind us in making positive changes behind-the-wheel every day of the year," Managing Director Joanna Johnson said. "Shining the spotlight on this one day can help create support for good driving habits that can carry over throughout the year."

Additional information on the "**Put the Brakes on Fatalities Day**" is available at www.brakesonfatalities.org.