



**KEEP KIDS ALIVE DRIVE 25® - IT'S ABOUT KIDS! IT'S ABOUT SAFETY! IT'S ABOUT CARING! IT'S ABOUT TIME!™**

**KEEP KIDS ALIVE DRIVE 25®** is a safety campaign designed to encourage motorists to observe the residential speed limit. In most towns and cities across the U.S., the residential limit is 25 mph. Thus the slogan, "**KEEP KIDS ALIVE DRIVE 25®.**"

**Why KEEP KIDS ALIVE DRIVE 25®?**

- Speeding in neighborhoods is a primary concern of citizens throughout the U.S.
- Most speeders on your street live in your neighborhood.
- It is not unusual for speeders to be clocked in excess of 40 mph (and even 50 mph).
- Residential streets have a death rate (per miles driven) over twice that of highways.

**What is the goal of KEEP KIDS ALIVE DRIVE 25®?**

- To become a national campaign. The goal is to have the **KEEP KIDS ALIVE DRIVE 25®** logo become recognized in communities throughout the U.S. When drivers see the logo, they are simply reminded to check their speed, and slow down as needed. **KEEP KIDS ALIVE DRIVE 25®** is a friendly reminder to slow down in a fast-paced world.

**How did KEEP KIDS ALIVE DRIVE 25® begin?**

- **KEEP KIDS ALIVE DRIVE 25®** began in Omaha in September, 1998 as a way to help bring neighborhoods together to address the problem of speeding.
- **KEEP KIDS ALIVE DRIVE 25®** has begun to spread across the U.S. To date over 500 **KEEP KIDS ALIVE DRIVE 25®** initiatives have been launched in communities representing 43 states. We are working with contacts in cities representing all 50 states as well as Canada, the United Kingdom, Australia, and India. These contacts include city officials, law enforcement agencies, safety and health councils, fire departments, neighborhood watch groups and associations, PTAs, foundations, hospitals, insurance companies, congregations, car dealerships, etc.

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**KEEP KIDS ALIVE DRIVE 25®**  
**P.O. BOX 45563 Omaha, NE 68145-0563 (402) 334-1391**  
**[www.keepkidsalivedrive25.org](http://www.keepkidsalivedrive25.org)**

**KEEP KIDS ALIVE DRIVE 25®** continued...

### **How to Bring *KEEP KIDS ALIVE DRIVE 25®* to Your Neighborhood:**

1. Make a difference. Slow down. Make sure you observe the 25-mile per hour speed limit in residential neighborhoods.
2. Talk with neighbors about your concern for the safety of all neighborhood children.
3. Request the Police/Sheriff's Department to do a traffic study to gauge the extent of the speeding problem in your neighborhood.
4. Contact your neighborhood association as well as local officials concerning posting **KEEP KIDS ALIVE DRIVE 25®** street signs in your neighborhood. You can also contact your city council representative, traffic engineer's office, mayor's office, and local businesses to encourage support for a community-wide **KEEP KIDS ALIVE DRIVE 25®** campaign.
5. Post a **KEEP KIDS ALIVE DRIVE 25®** sign in your yard. Post the yard sign during the early morning hours (before school starts), after school (between 2:30 p.m. and dusk), and on weekends when children are out playing. The sign reminds all drivers in your neighborhood to **slow down for our kids' sake!**
6. Encourage local schools to integrate **KEEP KIDS ALIVE DRIVE 25®** into drivers' education.
7. Your business can display the **KEEP KIDS ALIVE DRIVE 25®** logo (via decals or bumper stickers) on service vehicles out in neighborhoods.

### **How Do You (and Others) Benefit?**

1. You contribute to a reduction in speeding. Initial studies indicate that **over 75% percent** of drivers who drive by a **KEEP KIDS ALIVE DRIVE 25®** yard sign apply their brakes.
2. The first completed pre/post study citing effectiveness of **KEEP KIDS ALIVE DRIVE 25®** yard signs in Oceanside, CA demonstrated a **16% decrease** in average speed.
3. Get to know and work together with neighbors in addressing this "hot button" issue.
4. Express your feelings **without raising your voice or your hands** by placing a **KEEP KIDS ALIVE DRIVE 25®** sign in your yard or a permanent sign on your street.

### **How can I get more information about *KEEP KIDS ALIVE DRIVE 25®*?**

- Visit our web site at [www.keepkidsalivedrive25.org](http://www.keepkidsalivedrive25.org) to find out more about **KEEP KIDS ALIVE DRIVE 25®**, as well as our **NO NEED TO SPEED™**, **STOP: TAKE 3 TO SEE!™**, and **SEAT BELTS-FASTENATING™** initiatives.
- Contact Tom Everson, creator of **KEEP KIDS ALIVE DRIVE 25®**, at (402) 334-1391 or at [Tom@kkad25.org](mailto:Tom@kkad25.org).

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