

"MAYDAY! MAYDAY!"

On May 1, 2008 and throughout the month of May, join KKAD25® in the battle against residential speeding in your community. Here's how:

1. Pass an official proclamation making May 1, 2008 "Keep Kids Alive Drive 25® Day" in your community. Ask officials (local and state government) to endorse and announce the proclamation at both the local and state levels. Be sure the media knows that you are doing this and why (sample proclamations and press releases are available for download on the KKAD25® web site - www.kkad25.org).
2. Promote the KKAD25® "MAYDAY" public awareness campaign in communications efforts starting 4-6 weeks prior to May 1, 2008. Print ads and PSAs are available free of charge on the KKAD25® web site. If you have the resources, videotape the police PIO or an appropriate elected official talking about the danger of speeding and why the community is taking a stand to fight the problem. You can also direct interested citizens to your community web site or to www.kkad25.org for more information.
3. Make May Day a regional effort: invite schools, other local government agencies, service clubs & organizations, Boy and Girl Scouts, neighborhood associations and area businesses to participate.
4. Hold a special event on May 1 (or anytime during the first week or even the month of May) to raise public awareness. Here are a few ideas:
 - Hold a "Keep Kids Alive Drive 25: Picnic in the Park" with local entertainment, or a series of smaller neighborhood picnics, attended by elected officials, police, traffic engineers, etc. Order KKAD25 brochures customized with your community's specific information (who residents should contact with speeding issues, programs in place, etc). See if local businesses would be willing to provide free or at-cost refreshments, inexpensive KKAD25® messaging items like key chains, decals, or t-shirts (with or w/o their logo).
 - Ask schools to participate in a "Coins for Kids" fundraiser, with coins collected by students at home and rolled in special Keep Kids Alive Drive 25® coin rolls (available on our web site). Proceeds can go to fund ongoing anti-speeding efforts such as providing KKAD25® yard signs for low-income families or paying for brochures and messaging items. The effort can either kick off on May 1 with the coin collection running through the month of May, or run during the month of April with "turn in day" on May 1. Be sure to acknowledge the school and/or class collecting the most money at an appropriate meeting of elected officials. Note: information on how to do this will be available on the KKAD25® web site soon—email us with questions in the meantime at kkad25@cox.net
 - Hold a Town Meeting to discuss the speeding problem in your community. Have someone familiar with the KKAD25® campaign speak at the event. Check with us as to whether we have any parent contacts in your area who may be willing to speak about children injured or killed by speeding or inattentive drivers. If you have the resources, videotape the meeting for air on public, educational or government access cable channels.
 - Ask a local grocery store chain (or other prominent retailer) to allow a table to be set up on May 1 in the entrance of all or some of their stores, manned by representatives from local government, police, traffic engineering, schools and/or citizen supporters. Talk to shoppers about the speeding problem, hand out customized KKAD25® brochures, and if possible, ask the store to sell KKAD25® yard signs that day. This could also be a good opportunity to distribute other KKAD25® items that will remind people not to speed when they see them every day.
5. Get other businesses involved. Ask local car dealerships and insurance companies to include "MAY DAY/KEEP KIDS ALIVE DRIVE 25®" information in their advertising and direct mail efforts. They may also be willing to distribute **KEEP KIDS ALIVE DRIVE 25®** yard signs, key chains, decals, auto air fresheners, dashboard or bumper stickers.

NOTE: Please remember that **KEEP KIDS ALIVE DRIVE 25®** is a registered trademark of the Keep Kids Alive Drive 25 501c3 non-profit organization. Funds from the sale of KKAD25® brochures and merchandise support our on-going mission to fight residential speeding, and therefore we cannot allow unauthorized use of the logo. We sincerely appreciate your understanding and compliance with this request. Thank you!! For permission information, please call 402-334-1391.