

KEEP KIDS ALIVE DRIVE 25®
SHORT PUBLIC SERVICE ANNOUNCEMENTS
(Good for school and community organization newsletters
and government cable channel slides)

What follows are samples. Additional PSAs can be developed for your target audience—contact Tom Everson at Tom@kkad25.org or (402) 334-1391.

Did you know?

A person hit by a vehicle traveling **30 mph** is **three times** more likely to die than one traveling **25 mph**. **KEEP KIDS ALIVE DRIVE 25®**. (Source - “General Estimates System” database of police-reported accidents-Federal Highway Administration - 1999)

Did you know?

The majority of speeders on your street live right in the neighborhood. Don't be one of them... **KEEP KIDS ALIVE DRIVE 25®**.
(Source – Police Departments from communities of all sizes throughout the U.S.)

Did you know?

According to deaths per 100 million miles driven, residential streets are the second deadliest in America with a death rate of 2.1 per 100 million miles. This is over twice the rate of death per highway miles driven, which is .9. **KEEP KIDS ALIVE DRIVE 25®**.
(Source-Federal Highway Administration, 2001)

Did you know?

4,200 lives could be saved each year if 90% of the U.S. population wore seat belts. **Dare to Care - SEAT BELTS – FASTENATING!®**

(Source: NHTSA)

Did you know?

Each year, stop sign violations are associated with approximately 200 fatal crashes and 17,000 non-fatal injury crashes. Dare to Care - **STOP! TAKE 3 TO SEE®**
(Source: National Safekids Coalition)

Did you know?

If you shift into 2nd gear (either automatic or manual transmission), it is very difficult to exceed the residential speed limit. So, keep It In 2nd gear on residential streets and **KEEP KIDS ALIVE DRIVE 25®!**

KEEP KIDS ALIVE DRIVE 25® - A Non-Profit Organization–501c3
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