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PRESS RELEASE

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NTPD Hopes to "Put the Brakes on Fatalities"

(Neptune, NJ) - Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2016, designed to increase awareness about safe driving behaviors and keep the State's 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 for one full day 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. Our goal is to experience a day when all roadway users are extra vigilant and there are no fatalities on our roadways.

Last year in New Jersey, 562 individuals lost their lives in motor vehicle-related crashes, up from 556 in 2015. Pedestrian fatalities increased from 168 in 2014 to 173 in 2015. The 2015 number represents 30% of all crashes while nationally pedestrian fatalities are at 15%. Statewide law enforcement agencies will be utilizing their variable message boards and conducting educational activities to raise public awareness regarding this issue during the week of October 3rd ending with Brakes on Fatalities Day on October 10th. "Clearly, this effort will go a long way in our continuing efforts to stem the tide of tragedies that occur every day on New Jersey's roadways," Chief James Hunt, Jr. said. "Put the Brakes on Fatalities Day not only raises awareness about the individual responsibility we have for our driving behaviors, but also engages drivers in making positive changes behind the wheel every day of the year," Chief Hunt added.

Additional information on the "Put the Brakes on Fatalities Day" is available by logging on to www.brakesonfatalities.org .

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