MEDIA ADVISORY

#### Contact: [Contact Name, Agency; phone number; email]

[Municipality/County/Organization] is kicking off its Street Smart NJ campaign [Date/Time] to raise awareness about pedestrian safety in [Municipality/County]. Street Smart NJ aims to reduce the number of pedestrian-vehicle crashes in New Jersey by combining public education and law enforcement efforts.

WHAT: [Press conference/event/demonstration etc.] kicking off the [Municipality/County/Organization] Street Smart NJ pedestrian safety campaign

* [Say something about the event. Will it include a featured speaker or safety demo?]
* [County/Local officials and members of law enforcement will speak about their involvement in the campaign.]

WHY: New Jersey’s pedestrian fatality rate is nearly double the national average

* [Local crash states (Source: SafetyVoyager/Numetric). NJTPA can assist with this if needed]
* 694 people were killed in crashes in 2022, including 192 pedestrians, according to the most recent data available from the National Highway Traffic Safety Administration (NHTSA). That translates to about one pedestrian killed almost every two days in New Jersey.
* Pedestrians comprised 27.6 percent of all crash fatalities in 2021 – only Washington, D.C. reported a higher proportion (NHTSA).
* New Jersey ranked 17th among states in pedestrian fatalities per 100,000 people in 2020 (NHTSA).

WHO: Event participants include:

* [Speaker Name, Title/Organization]
* [Speaker Name, Title/Organization]
* [Speaker Name, Title/Organization]
* [Speaker Name, Title/Organization]
* [Speaker Name, Title/Organization]

WHERE: [Location details; you may want to mention closest parking]