

2006 NATIONAL STOP ON RED WEEK



THE NATIONAL
CAMPAIGN TO STOP
RED LIGHT RUNNING
ADVISORY BOARD

Stop On Red Week Events Set For U.S. and Canada

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The ninth annual observance of National Stop On Red Week is just a few weeks away and cities across the United States and, for the first time, in Canada are preparing to mark the occasion with special events to draw attention to the serious public safety threat caused by red light running.

The National Campaign to Stop Red Light Running will be hosting signature ballpark events and press conferences in Washington, DC and Toronto, Canada with local law enforcement, survivor advocates and traffic safety organizations. The Campaign is also working to host a regional Stop on Red Week event for cities in the Dallas-Fort Worth metropolitan area.

A Toronto press conference will kick off the week on the morning of Tuesday, **Aug. 8th**. The "Stop on Red Night at Rogers Centre" with the Blue Jays will be held that evening. On Wednesday evening the Washington Nationals will host their ballpark event and a Washington, DC press conference will take place the morning of **Aug. 10th**.

In addition, the Empire State Building has once again been asked to light up the New York landmark like a traffic signal, and U.S. communities from Thousand Oaks, California to Sarasota County, Florida will be hosting local events focusing on the serious problem of red light running and highlighting local prevention efforts.



Our logo (at left) can be sent via e-mail for posting on any website. Call 202-828-9100 for details.

How You Can Promote National Stop On Red Week

- Urge your local police to conduct red light running enforcement sweeps and hold a press conference to announce the results.
- Ask your local city council to approve a proclamation in support of National Stop on Red Week (a sample is available from the Campaign).
- Encourage family and friends to wear red ribbons and tie them to vehicle antennas for the duration of National Stop on Red Week.
- If your city has red light cameras near school zones, ask the city if school children could paint designs on the camera poles.
- Ask local banks or businesses with scrolling message lightboards to display National Stop on Red Week safety messages.
- Motivate drivers to sign a pledge to stop running red lights. Deliver the pledges to local city or police officials during a press event.
- Urge local newspapers, TV and radio stations to report on the national and local human and financial costs of red light running crashes.

Call the Campaign at 202-828-9100 for more ideas, or to share innovative ways your locality will be observing Stop on Red Week.

Our 2006 "Get Home Safe" Poster Starting Line-Up

The Campaign will soon have a limited supply of 2006 National Stop on Red Week posters featuring:



Bengie Molina
Toronto Blue Jays
Birthdate: July 20, 1974
Hometown: Rio Piedras, Puerto Rico
MLB Debut: 1998
Bats: Right
Throws: Right
2006 Batting Average: .286



Ryan Zimmerman
Washington Nationals
Birthdate: Sept. 28, 1984
Hometown: Washington, North Carolina
MLB Debut: 2005
Bats: Right
Throws: Right
2006 Batting Average: .292

To receive a poster send your name, address and how many posters you would like via e-mail to info@stopredlightrunning.com

2005 Stop on Red Week Activities Across the Nation

California — The Alameda Police Department and Pedestrian Friendly Alameda sponsored increased enforcement at intersections throughout the city during National Stop on Red Week. In 2004, the City of Alameda had 39 accidents from red light violations, which resulted in 23 injuries. During this same time period, police issued 401 citations for red light violations.

District of Columbia — The Washington, DC Metropolitan Police Department conducted special red light running and speeding enforcement sweeps on streets adjacent to city schools.

Florida — Sarasota County held a press conference to unveil new safety lights designed to help police enforce red light running violations. The keynote speaker was Melissa Wandall who lost her husband to a red light running crash.

Indiana — National Campaign Survivor Spokesperson Ann Sweet joined local police and Indiana transportation officials to unveil new signs on US 30 through the city of Warsaw which warn motorists that they are entering a special traffic enforcement zone. The enforcement zone is designed to help reduce red light running that has been a serious local problem.



Kentucky — The Kentucky State Police issued a press release urging drivers to be more conscious of red lights during National Stop on Red Week.

Oklahoma — The Tulsa Police Department conducted special Stop on Red Week enforcement sweeps. In 2003 there were 24 fatal red light running crashes in Tulsa. Red light runners receive \$165 fines.

Maryland — Members of the American Trauma Society, Maryland Division, and the Maryland Institute for Emergency Medical Services Systems manned the community booth at the Aug. 29th Baltimore Orioles home game. 2003 "Get Home Safe" posters featuring Melvin Mora were given out to ballpark visitors.

Michigan — The Southeast Michigan Council of Governments (SEMCOG) issued a National Stop on Red Week press release announcing the latest red light running statistics for the Detroit metropolitan area. In 2004, red light running caused 5,257 crashes at area intersections. Red light running was the cause of approximately 32 percent of the 63 fatal intersection crashes tracked by the organization.

New York — The Cornell University Police Department conducted special red light running enforcement sweeps at several dangerous intersections on campus with grant funding from the New York State Governor's Traffic Safety Committee. The large numbers of student pedestrians are at particular risk from campus red light runners.