**Media Release**

**[Company Name] Encourages Employees to Share the Road**

FOR IMMEDIATE RELEASE [Contact Information]

[City Name], VA – September is Bicyclist and Pedestrian Awareness Month in Virginia. [Company Name] is encouraging its employees to share the road.

Company officials say that [Company Name] will use Bicyclist and Pedestrian Awareness Month as an opportunity to remind employees that safety on the road depends on mutual respect. Bicyclists, motorists, and pedestrians have reciprocal rights and responsibilities while traveling on the roadways of Virginia.

“See and be seen,” said [Name, Title of Company Official]. “Determine what you can do to better protect yourself and others on Virginia’s roadways.”

Throughout September [Company Name] will use social media posts, emails, and company newsletters to remind employees of the importance of sharing the road in order to prevent crashes, injuries, and fatalities.

“We want our employees to be safe on the job and off,” said [Name, Title of Company Official].

In 2015, 78 pedestrians and 15 bicyclists were killed on Virginia roadways. Those deaths comprised 12.4% of all fatalities on Virginia roads last year. In that same period, 661 bicyclists and 1,718 pedestrians were injured. \*

\* 2015 *Virginia Traffic Crash Facts*, DMV Virginia Highway Safety Office.

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