**Media Release**

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

FOR IMMEDIATE RELEASE [Contact Information]

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

[Company Name] will use Bicyclist and Pedestrian Awareness Month as an opportunity to remind everyone 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]. “Visibility and awareness are keys to roadway safety.”

Throughout September [Company Name] will use social media posts, emails, and company newsletters to promote traffic safety.

“We want our employees, and all road users, to be safe on Virginia roadways,” said [Name, Title of Company Official].

In 2018, 123 pedestrians and 13 bicyclists were killed on Virginia roadways. In that same period, 707 bicyclists and 1,878 pedestrians were injured. \*

\* Statistics from the Virginia Department of Motor Vehicles.

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