**Media Release**

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

FOR IMMEDIATE RELEASE [Contact Information]

[City Name], VA – October 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 October, [Company Name] will use social media posts, emails, and company newsletters to remind employees of the importance of sharing the road 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 2020, 117 pedestrians and 8 bicyclists were killed on Virginia roadways. In that same period, 659 bicyclists and 1,466 pedestrians were injured. \*

\* 2021 *TREDS Reporting System*, DMV Virginia Highway Safety Office.

# # #