Bicyclist and Pedestrian Awareness Month

Sample Email to Employees

The safety of our employees is a top priority of this company. That includes your safety on the road. October is Bicyclist and Pedestrian Awareness Month in Virginia and we remind you of the importance of sharing the road.

Safety on the road depends on mutual respect. Bicyclists, motorists, and pedestrians have responsibilities to ensure their safety and the safety of others.

Last year in Virginia, 130 pedestrians and 16 bicyclists died as the result of traffic crashes. In that same period in the Commonwealth, 617 bicyclists and 1,649 pedestrians were injured. These numbers represent a significant portion of overall traffic fatalities and injuries last year in Virginia.

Please take this opportunity to determine what you can do to protect yourself and others on Virginia’s roadways.

We want you to be safe on the job and off the job.