Rich Jacobs

[Company Name]

[Street Address]

[City, ST ZIP Code]

[Date]

Last year, 133 pedestrians and 15 bicyclists died as the result of crashes on Virginia roadways. In that same period in the Commonwealth, 540 bicyclists and 1,658 pedestrians were injured. These numbers represent a significant portion of overall traffic fatalities and injuries last year in Virginia.

October is Bicyclist and Pedestrian Awareness Month in Virginia. At [company name], your safety on- and off-the-job is a top priority.

Safety on the road depends on mutual respect. Bicyclists, motorists, and pedestrians have responsibilities to ensure their safety and the safety of others. For example, motorists must pass bicyclists at a reasonable speed and at least 3 feet to the left of the cyclist. Bicyclists must obey traffic laws. Pedestrians should wear bright or reflective clothing and must walk, jog or run on the side of the road facing traffic.

We observe October as Bicyclist and Pedestrian Awareness Month as a reminder of the importance of sharing the road to prevent crashes, injuries, and fatalities.

Sincerely,

Rich Jacobs

[Title]