[Company Letterhead or Logo]

[Date]

Subject: October is Bicyclist & Pedestrian Awareness Month

Dear Team,

In 2024, 126 pedestrians and 25 bicyclists lost their lives in crashes on Virginia roadways. During that same period, 621 bicyclists and 1,719 pedestrians were injured. These tragic numbers represent a significant portion of overall traffic fatalities and injuries in Virginia last year.

At [Company Name], your safety—both on and off the job—is a top priority. That’s why we are recognizing October as Bicyclist and Pedestrian Awareness Month in Virginia.

Safety on the road depends on mutual respect. Whether you are driving, walking, or biking, each of us has responsibilities to keep ourselves and others safe:

Motorists must pass bicyclists at a reasonable speed, leaving at least three feet of space.

Bicyclists must follow traffic laws, just like drivers.

Pedestrians should wear bright or reflective clothing and walk, jog, or run on the side of the road facing traffic.

By observing this month, we remind ourselves of the importance of sharing the road and preventing crashes, injuries, and fatalities.

Thank you for doing your part to make Virginia’s roads safer for everyone.

Sincerely,

[Name]

[Title]

[Company Name]