

**Be Safe, Be Seen: life saving tips for pedestrians and bicyclists**

*As nights grow longer, pedestrians and bicyclists are encouraged to maximize visibility*

**WHAT:** In Utah, “not visible” was a leading cause of pedestrian and bicyclist crashes in 2013. As daylight saving time ends on Sunday, Utahns need to understand the road risks associated with shorter days and longer nights to best prevent pedestrian/bicyclist crashes and save lives. Bicyclists are particularly vulnerable after dark and winter months typically see increased pedestrian crashes and fatalities. Year to date there have been 37 pedestrian fatalities and four bicyclists fatalities (compared to end of year totals of 37 pedestrian and 9 bicyclist fatalities in 2014)

To help save lives, safety advocates will demonstrate tips for pedestrian and bicyclist safety. These demonstrations will include the use of reflective clothing and gear, bike headlights and taillights, to emphasize pedestrian or bicyclist level of visibility. Demonstrations will also highlight the need for driver attentiveness and caution. With proper preparation, Utahns can easily increase safety in low light situations and reach their goal of Zero Fatalities.

**WHEN:** October 28, 2015, at 6:00 a.m. - 7:00 a.m. – we’ll be there early to set up and may be

able to accommodate requests for earlier availability.

**WHO:**

* Phil Sarnoff, Bike Utah Executive Director
* Mike Millett, West Valley City PD
* Kristy Rigby, Highway Safety Office Director
* Demonstration: 5 pedestrians, two bicyclists, dog and runner

**VISUALS:**

* Dark street scene including cars, bicyclists and pedestrians (school age child, adult, running partner pet) walk/bicycle across, near or around vehicles. Some pedestrians and bicyclists will be using proper gear, while others will not, to demonstrate the importance of pedestrian/bicyclist visibility in the dark hours.
* A display of reflective buttons, tape, stickers and useful tips for being visible on the road - options run from the purely functional to somewhat fashionable.
* Unified PD bicycle officers with fully equipped bikes.
* DVD with previously filmed footage of visibility demonstrations.
* UHP troopers, Unified PD officers and West Valley City PD officers in uniform.

**WHERE:** Utah Department of Public Safety Driver License Division (DLD) Test Track

2780 West 4700 South, West Valley City - the track is located off of 2700 West,

directly across from the Calvin Rampton Building - enter from 2700 West or through

the parking lot of the DLD office.

**CONTACTS:**

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