

Hillsborough Township

379 South Branch Road
Hillsborough, NJ 08844
Phone (908) 369-4313
Fax (908) 369-6034

News Release

Contact: Mayor Frank DeCore
Committeewoman Gloria McCauley
Phone: 908-369-3535

FOR IMMEDIATE RELEASE

October 4, 2016

Hillsborough Township Helps Promote Annual “Put the Brakes on Fatalities Day”

Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2016, designed to increase awareness about safe driving behaviors and keep the State’s roadways fatality free for one-day.

Known as **Put the Brakes on Fatalities Day**, the national initiative was designed to unite the country in moving toward zero fatalities for one full day by encouraging motorists to obey all traffic laws, including buckling up, every ride; driving the posted speed limit; avoiding distractions while driving; and always being safe and sober behind the wheel. Our goal is to experience a day when all roadway users are extra vigilant and there are no fatalities on our roadways.

To support this effort, Hillsborough Township issued a proclamation at Tuesday’s Township Committee meeting

Last year in New Jersey, 562 individuals lost their lives in motor vehicle-related crashes, up from 556 in 2015. Pedestrian fatalities increased from 168 in 2014 to 173 in 2015. The 2015 number represents 30% of all crashes while nationally pedestrian fatalities are at 15%. Statewide law enforcement agencies will be utilizing their variable message boards and conducting educational activities to raise public awareness regarding this issue during the week of October 3rd ending with “Brakes on Fatalities Day on October 10th.

“It is expected this effort will help in our continuing efforts to stem the tide of tragedies that occur every day on New Jersey’s roadways,” stated Committeewoman Gloria McCauley, Liaison

to Public Safety. “Shining the spotlight on this one day can help create a groundswell of support for good driving behaviors that can carry over throughout the year.”

“Put the Brakes on Fatalities Day not only raises awareness about the individual responsibility we have for our driving behaviors, but also engages drivers in making positive changes behind-the-wheel every day of the year,” added Committeewoman McCauley.

Additional information on the “**Put the Brakes on Fatalities Day**” is available by logging on to www.brakesonfatalities.org.

###