FOR IMMEDIATE RELEASE
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Loved Ones Rally for Change on World Day of Remembrance for Road Traffic Victims: November 19th

WHAT: Families and friends of loved ones lost to traffic crashes will join with elected officials and safety advocates in at least 12 cities across the country to organize public events and demand an end to a public health crisis costing 40,000 deaths each year in the U.S., as part of the International World Day of Remembrance for Road Traffic Victims. This loss is similar in magnitude to numbers lost to gun deaths and opioid deaths, both of which receive far greater attention and urgency than traffic crashes.

But complacency around traffic deaths is starting to change, as part of the fast-growing commitment amongst U.S. communities to the goal of Vision Zero – eliminating traffic fatalities and severe injuries among all road users. Propelling the movement is recognition that an average of 100 people are killed each day in this country in traffic crashes, one of the leading causes of preventable deaths.

Read more personal stories and quotes from Families for Safe Streets members for interviews on our blog here.

WHEN: Sunday, November 19, 2017 (various times, see links below)

WHO: This year’s World Day of Remembrance will elevate the powerful voices of those most impacted by traffic crashes: loved ones of victims. Many events will be led by members of Families for Safe Streets chapters who are advocating in communities across the nation for Vision Zero. Started in 2014 in New York City, Families for Safe Streets chapters have grown to include new chapters in the San Francisco Bay Area, New Jersey, Oregon and SW Washington, and Alexandria, VA. On this year’s World Day of Remembrance, two new Families for Safe Streets chapters will be launched – one in Southern California and another in Central Texas.

WHERE: Public activities are planned in communities across the nation (and globe) – many at City Hall to advocate for safe street improvements and leadership on Vision Zero. While the somber events are unique to each community, the common thread of grief, pain, and a rally for change is carried through all and illustrated through the symbolic color of yellow. These include:

- Alexandria, VA: City Council Open Session with Families for Safe Streets to invite residents to share thoughts on how streets can be made safe for all.
• **Austin, TX:** Vigil with Families for Safe Streets to honor the lives lost to traffic violence and recognize those who have been severely injured.
• **Boston, MA:** Memorial bike ride and rally to honor those lost in traffic violence.
• **Los Angeles, CA:** #InOurShoes - Art, Memory, and Action event with Families for Safe Streets to consider the hopes and dreams of those killed in traffic crashes, and to urge policymakers to use the many tools available to save lives.
• **New York City, NY:** Community bike ride with Families for Safe Streets to honor the memories of all victims of traffic violence – including those most recently lost while bicycling on the Hudson River Path – ending at City Hall where participants will form a giant “0” to signify both the commitment to Vision Zero and the number of traffic deaths and injuries acceptable in NYC.
• **Portland, OR:** Silent walk of solidarity with Families for Safe Streets to commemorate loved ones lost to traffic violence.
• **San Antonio, TX:** Community bike ride – the 1st ever – organized to honor San Antonio residents lost to traffic violence.
• **San Diego, CA:** Memorial ceremony with elected officials, police, and advocates to honor the lives lost to traffic violence.
• **San Francisco, CA:** Memorial walk with Families for Safe Streets to commemorate the lives lost to traffic violence.
• **San Jose, CA:** Commemorative walk and rally to honor the lives lost to traffic violence.
• **Seattle, WA:** Reflection and Expert Panel to reflect upon and discuss the importance of the fundamental right to walk, bike, and drive on streets designed for safety.
• **Tucson, AZ:** Commemorative gathering at City Hall to honor the lives lost to traffic violence, declaration that “not one more” is acceptable.
• **Washington, D.C.:** Press event to honor the lives lost to traffic violence, and a selection of personal stories shared on social media.

**WHY:** “World Day of Remembrance illuminates the immense and unjust impact that severe traffic crashes have on our communities and remind us that real people — our children, brothers, sisters, wives, husbands, and other loved ones — are all lives lost behind the statistics,” says Kathleen Ferrier, Policy & Communications Director of the Vision Zero Network, a nonprofit project working with nearly 30 U.S. cities who have committed to Vision Zero goals and principles.

And this year, as more communities recognize the day than ever before, the collective voices will underscore the message behind Vision Zero, that no traffic death is acceptable.

“The deaths aren’t numbers, they are our children, our friends, and our neighbors,” says Mike Myers, one of the founding members of Central Texas Families for Safe Streets who lost his 18-year old daughter Elana in a traffic crash in 2014. “I want families to feel and know that their loved ones are safe walking to school, cycling to work, or just coming home. How many more times does this need to happen? We want our cities to make mobility and transit changes to make our neighborhoods safer.”

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