



# TOWNSHIP OF OCEAN POLICE DEPARTMENT

## NEWS RELEASE

**SUBJECT:** Township of Ocean Police Department Helps Promote Annual  
"Put the Brakes on Fatalities Day"

**DATE/TIME:** October 10<sup>th</sup>, 2015

**LOCATION:** Throughout the Township of Ocean

**NARRATIVE:**

Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2015, 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.

Last year in New Jersey, 556 individuals lost their lives in motor vehicle-related crashes, up from 542 in 2013. Pedestrian fatalities increased from 129 in 2013 to 170 in 2014. Our average pedestrian fatalities run from 139 in 2010 to 170 in 2014. The 2014 numbers represent 31% of all crashes while nationally pedestrian fatalities are at 14%. 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 4<sup>th</sup> ending with "Brakes on Fatalities Day on October 10th.

“Clearly, this effort will go a long way in our continuing efforts to stem the tide of tragedies that occur every day on New Jersey’s roadways,” Chief Steven R. Peters said. “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,” Chief Peters added.

Additional information on the “**Put the Brakes on Fatalities Day**” is available by logging on to [www.brakesonfatalities.org](http://www.brakesonfatalities.org) .

**PREPARED BY:**     **Detective Lieutenant Kevin L. Faller**  
                                  **Public Information Officer**  
                                  **(732) 531-1800**  
                                  **[kfaller@oceantwp.org](mailto:kfaller@oceantwp.org)**

**DATE:**               **09/28/2015**