***National Stop on Red Week***

**News Release**

**Contact:** Name

Aug. XX, 2022 Position of Contact Person

Phone |Email

***For Immediate Release***

**Minnesota Toward Zero Deaths Program Partners Recognize   
National Stop on Red Week**

*Communities throughout the country unite to STOP red-light running and other dangerous driving behaviors at intersections*

City, State (Date) – City/Organization, a Minnesota Toward Zero Deaths partner, is taking a stand against red light running, ignoring stop signs and failing to yield at intersections by promoting safe driving habits during National *Stop on Red Week*, August 7-13. The focus of *Stop on Red Week* is to educate drivers about improving driving behaviors at intersections and how to reduce severe, life-changing crashes at intersections.

Minnesota Toward Zero Deaths (TZD) program partners work to improve traffic safety for all motorists, motorcyclists, cyclists and pedestrians who use Minnesota roads. TZD is the state’s cornerstone traffic safety program led by the state departments of Health, Public Safety, and Transportation, in cooperation with other federal, state and local partners.

Roadway intersection safety is an important aspect of protecting the lives of Minnesotans. Through *Stop on Red Week*, the focus is the importance of stopping for red lightsand at stop signs, and avoiding pulling out in front of other vehicles, particularly motorcyclists who can be harder to see at busy intersections.

**Crash data**

According to the Minnesota Department of Public Safety Office of Traffic Safety, there were 813 deaths and 4,189 serious injuries at all intersections across the state from 2017-2021. This included crashes at intersections without signals and stop signs. Out of the 813 fatalities, 284 are a result of failure-to-yield, and, out of the 4,189 serious injuries, 940 of them are due to failure-to yield. Failure-to-yield crashes include both drivers that fail to stop and drivers that fail to yield the right of way to other vehicles after stopping.

“Blowing through red lights and stop signs and failing to yield to others is a deadly gamble,” said City/Organization, elected official, etc. “A driver in a hurry, not wanting to take the time to safely stop, is jeopardizing the lives of innocent pedestrians, cyclists, motorcyclists and other motorists. A split second decision to not safely stop or yield the right of way can kill or seriously injure unsuspecting Minnesotans. Don’t risk your life or the lives of others at an intersection. Stay safe, stop for stop signs and signals, yield properly and drive smart.”

**Motorists urged to join drive to achieve zero intersection deaths**

TZD partners are encouraging motorists to spread the message during National *Stop on Red* *Week*. The Minnesota Departments of Health, Public Safety and Transportation are anchoring partners of the state’s [Toward Zero Deaths (TZD)](http://www.minnesotatzd.org/) traffic safety program. A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe driving behavior. TZD focuses on the application of four strategic areas to reduce crashes – education, enforcement, engineering, and emergency medical and trauma response.

###