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West Orange Police Department Helps Promote Annual “Put the Brakes on Fatalities Day”

October 1, 2013 – West Orange, NJ -- Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2013, 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.

Although New Jersey has managed to celebrate the last two **Put the Brakes on Fatalities Days** (October 10, 2011 & 2012) without tragedy, it will take the combined vigilance of all roadway users to accomplish this feat for the third consecutive year.

Last year in New Jersey, 589 individuals lost their lives in motor vehicle-related crashes, down from 627 in 2011. The decline continues a downward trend in motor vehicle fatalities, highlighted by 2010 which had the lowest number of recorded motor vehicle deaths in the State since the 1940s.

“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,” West Orange Police Chief James P. Abbott 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,” West Orange Mayor Robert Parisi added.

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

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