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

October 1, 2014 – West Orange, NJ-- Motorists in New Jersey and throughout the nation are asked to join a day-long effort on October 10, 2014, 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, the West Orange Police Department will be extra vigilant in enforcing the state traffic laws.

Last year in New Jersey, 542 individuals lost their lives in motor vehicle-related crashes, down from 589 in 2012. The decline continues a downward trend in motor vehicle fatalities, and in 2013 we recorded the lowest number of motor vehicle related 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,” Chief James 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,” Chief James Abbott added.

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

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