



NEWS RELEASE

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FOR IMMEDIATE RELEASE

CAMPAIGN REMINDS PUBLIC OF TIMELESS WISDOM

“Mom always said...”

Some sage advice never goes out of style. Pedestrian safety principles presented in the tone of an era when they were first learned years ago are popping up all over town in conjunction with the efforts of the Street Smart project.

The public education campaign that will run throughout September is aimed at heightening pedestrian safety skills by reminding people that what they learned as children is in fact timeless wisdom. The theme is “years later, yet still so true.”

“They are nostalgic, by design,” said RTC’s Carol Perry, who oversees the campaign funded through a grant from the Nevada Department of Public Safety Office of Traffic Safety. “They remind you that your mom, dad or grandparents taught you to look before you cross, obey the traffic signals and use the crosswalks. These simple reminders save lives.”

Using billboards and bus advertisements, radio spots and the StreetSmartNV.com website in both English and Spanish, the campaign capitalizes on nostalgia with images and voices from the past with the goals of reducing pedestrian fatalities and increasing safe behaviors and driver awareness. In 2010, there were three pedestrian fatalities in Washoe County. In 2011, there have already been five fatalities through Aug. 31.

The Street Smart program is designed to increase pedestrian safety and education in the community, encourage safe walking and make it fast, easy and efficient for people to locate walking companions. Along with the Nevada Office of Traffic Safety, the RTC has partnered with representatives from GetHealthyWashoe.com, the University of Nevada, Reno, School of Community Health Sciences, Safe Kids Washoe County, and local law enforcement agencies to develop the campaign.

To view the billboard artwork, go to www.streetsmartnv.com. For complete RTC information go to rtcwashoe.com to sign up for free email updates using MyRTC or call 348-0400.

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