**FOR IMMEDIATE RELEASE: [Date]**

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**Drivers Urged to Protect Pedestrians**

**October is National Pedestrian Safety Month**

**[City, State]** — October is National Pedestrian Safety Month and the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is urging drivers to slow down and be alert for pedestrians.

On average, a pedestrian dies every 72 minutes and one is injured every 8 minutes in traffic crashes. There were an estimated 68,244 pedestrians injured in 2023 and 7,314 pedestrians were killed — a 4% decrease from 2022. But pedestrian fatalities still remain high in the United States — they accounted for 18% of all traffic fatalities in 2023. This highlights a critical safety issue that impacts everyone.

“In **[Community]**, we want to help ensure that our pedestrians are safe on the sidewalks, crossing the street — anywhere that people walk they should be able to do so without fear or stress. We urge drivers to take the time to look out for pedestrians, slow down, and incorporate pedestrian awareness into their driving routines,” said **[Local Official]**

At some point during the day, everyone is a pedestrian. NHTSA offers these driving tips to keep everyone safe:

* Use extra caution when driving in hard-to-see conditions — 77% of pedestrian fatalities in 2023 occurred in the dark.
* Follow the speed limit, especially around people on the street, around schools, and in neighborhoods where children are present.
* Drive sober — alcohol use was reported in 46% of all fatal pedestrian crashes in 2023.
* Always stop for pedestrians in crosswalks.
* Look out for pedestrians everywhere and minimize blind spots.
* Never pass vehicles stopped at a crosswalk. There may be people crossing where drivers can’t see.

October is especially timely as more pedestrians will be out towards the end of the month for Halloween. Drivers should be aware that on Halloween evening, there will likely be more pedestrians on the roads and in unexpected places. Families will be trick-or-treating with children who may be unaware of surrounding traffic and quick to dart into the street.

For more information about pedestrian safety, please visit [NHTSA.gov/Pedestrian](https://www.nhtsa.gov/road-safety/pedestrian-safety).