

## FOR IMMEDIATE RELEASE

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### Sheriff Emphasizes the Importance of Traffic Safety Across Our Community

[City, State] — Sheriff [Last Name] is reminding residents that traffic safety is a shared responsibility and a critical part of keeping our community safe.

Every day, deputies respond to crashes that could have been prevented through simple actions such as slowing down, wearing seat belts, avoiding distractions, and never driving under the influence. These incidents impact not only drivers, but also passengers, pedestrians, cyclists, and first responders.

“Traffic laws are in place to protect lives,” said Sheriff [Last Name]. “When drivers choose to speed, drive distracted, or ignore safety measures, the consequences can be devastating. One decision can change a life forever.”

Traffic crashes remain one of the leading causes of preventable death in the United States. According to the <organization>National Highway Traffic Safety Administration</organization>, **40,901 people were killed in traffic crashes nationwide in 2023, and an estimated 39,345 lives were lost in 2024**—nearly 108 deaths every day on American roadways. [\[nhtsa.gov\]](https://www.nhtsa.gov)

“Behind every one of these numbers is a family whose life has been changed forever,” said Sheriff [Last Name]. “Many of these tragedies could be prevented by simple, responsible choices behind the wheel.”

National data shows that risky driving behaviors continue to play a major role in serious crashes:

- Nearly **half of passenger vehicle occupants killed in crashes were not wearing seat belts**. [\[nhtsa.gov\]](https://www.nhtsa.gov)
- Seat belts reduce the risk of fatal injury by **45% in passenger cars and up to 60% in light trucks**. [\[nhtsa.gov\]](https://www.nhtsa.gov)
- Pedestrians and cyclists now account for **over 20% of all traffic fatalities nationwide**, highlighting the need for drivers to remain alert and cautious at all times. [\[pedbikeinfo.org\]](https://www.pedbikeinfo.org)

The Sheriff’s Office continues to focus on education, visibility, and enforcement to reduce traffic-related injuries and fatalities. Deputies regularly patrol roadways, school zones, and neighborhoods to promote safe driving behaviors and to address violations such as speeding, distracted driving, impaired driving, and failure to wear seat belts.

Sheriff [Last Name] encourages all drivers to:

- Obey posted speed limits and traffic signals
- Always wear a seat belt
- Avoid using phones or other distractions while driving
- Never drive impaired by alcohol, drugs, or fatigue
- Be especially cautious around pedestrians, cyclists, and school buses

“As a community, we can prevent tragedies by looking out for one another,” Sheriff [Last Name] added. “Safe driving is not just about avoiding a ticket—it’s about making sure everyone makes it home safely.”

Residents are encouraged to report unsafe driving behaviors and to talk with family members, especially young drivers, about the importance of responsible driving.

For more information about traffic safety initiatives or community programs, please contact the Sheriff’s Office at [Phone Number] or visit [Website].

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