



Promote Your Membership in the Road to Zero Coalition

Traffic deaths in 2016 rose an estimated 6 percent compared to the prior year, and 14 percent in the last two years – the steepest two-year rise in more than 50 years. Every one of these deaths is avoidable and the Road to Zero Coalition is committed to eliminating them.

As a new member of the Coalition, your organization joins more than 400 others on the road to zero traffic deaths by 2050. Your membership is part of the Coalition's story – and the Coalition is part of yours. This kit will help you tell your story, share news of your membership and post online about the work you or your organization are doing to increase safety and eliminate roadway deaths. You can:

- **Distribute a press release.** Included in this kit is a sample press release you can use to increase the coverage of your recent membership and share the news with members of your local or national press.
- **Share social media and blog posts.** This kit also includes stock Facebook and Twitter posts, as well as a sample blog post, to help you easily share news of your membership online and over social media.
- **Use the Road to Zero logo on social media or on your website.** The Road to Zero logo can be paired with the news of your membership to show your connection to the Road to Zero and increase awareness of your efforts.
- **Use a quote from NSC.** This kit also includes an approved quote from Deborah A.P. Hersman, President and CEO of the National Safety Council and Road to Zero Chair. This quote can be used to promote your membership within online posts and press releases.
- **About Section.** This kit also includes relevant boilerplates for use in describing the National Safety Council and the U.S. Department of Transportation.