

News Release Template



*Use the school's stationary with the letterhead



[DATE]

FOR IMMEDIATE RELEASE

Saving lives during Canada Road Safety Week

[MONTH/DATE/YEAR] will mark Canada Road Safety Week, a national campaign to make Canada's roads the safest in the world.

The focus during Canada Road Safety Week at [NAME OF SCHOOL] will be on behaviours that reduce risks for drivers, passengers and other road users: sober and alert driving, seat belt use, and refraining from all aspects of aggressive driving.

Here in [COMMUNITY NAME], there have been [NUMBER] deaths and [NUMBER] serious injuries over the last [NUMBER] years related to vehicle collisions.

These are just numbers, but they represent a lot of pain and heartache for members of our community --- that could have been prevented. That is why, in support of Canada Road Safety Week, we are [DESCRIBE SCHOOL ACTIVITIES – INCLUDE RELEVANT LINKS, EMBED VIDEOS].

For further information please contact:

[NAME]

[TITLE]

[PHONE NUMBER]

[EMAIL ADDRESS]

