



THE NATIONAL SAFE DRIVING TEST & INITIATIVE

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CONSUMER SAFETY NEWS ADVISORY

May 25, 2004

FOR MORE INFORMATION:

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**RE: NEW REPORT/ May 26 News Conference
Americans Take to the Road:101 Deadliest Days on the Road
and How to Survive Them**

A soon-to-be released (May 26) national research report could save your readers/viewers' lives. We think this is the top consumer-safety news story leading into Memorial Day weekend. Drive for Life partners Volvo Cars of North America, AAA Motor Club, Partners for Highway Safety, the National Association of Police Organizations, and the National Sheriffs' Association need your help to raise public awareness about driving behaviors that increase risk.

WHAT: Drive for Life News Conference/Media Availability to release results of a study of five-years of summer crash data that draws on a spectrum of traffic safety expertise from respected U.S. highway safety sources. **Report focuses on a critical period – the 101 days from Memorial Day weekend to Labor Day weekend – when Americans drive more and for longer, and when fatal crashes and child deaths peak.** Report analyzes six contributing factors and provides survival strategies to stay safe on the road and highlights compelling stories of families who survived horrible crashes. **Crash-surviving families will be present and available for interviews.**

More American families and children will die on the road in the 101 days from Memorial Day weekend to Labor Day than any other time.

WHEN: Wednesday, May 26, 2004 10 a.m.
WHERE: Holeman Lounge, National Press Club,
529 14th Street NW, Wash., DC
CALL IN TO LISTEN: 888-293-1928 (One-way call to hear news conference)
CALL IN TO ASK QUESTIONS: 888-793-1751 (11 a.m. conference call and interview opportunity with key news conference participants)
SATELLITE FEED: B-roll package related to this event will be available on satellite for the free/unrestricted use by news organizations:

Broadcast time: 1:00-1:15pm EASTERN TIME (Test Signal available from 12:45-1:00pm EST)
Ku-band analog satellite: AMC9 (formerly named AMC2/Ge2), Transponder: 3K
Orbital Position: 85 west, Downlink Frequency: 11760 MHz Vertical
Transmission Contact: ConnectLive Communications, 202-513-1000.

**We hope you will consider this upcoming news story a top priority.
For more information about Drive for Life: <http://www.driveforlife.com>.
Thanks for your consideration; please drive safely!**