



HALLOWEEN ANNOUNCEMENTS FOR HIGH SCHOOLS

- 56 teens were killed in traffic crashes in Virginia in 2017. Don't become another statistic. Buckle up and drive safely!*
- According to the AAA Foundation for Traffic Safety, the pedestrian fatality rate more than doubles when the speed of a car increases from 25 mph to 35 mph. Travel below the speed limit when driving in residential areas, especially this Halloween when kids are trick-or-treating.
- In 19% of fatal crashes involving a teen driver in Virginia in 2017, the driver was drinking. Drive after drinking and the party's over. Virginia has Zero Tolerance for underage drinking.*
- Halloween is a much-loved fall tradition. Irresponsible celebrating or driving unsafely can quickly turn this sweet holiday into something sour. Let's keep Halloween safe and tragedy-free.
- Drunk driving has frightening consequences. Not only do you risk killing or injuring yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Virginia has Zero Tolerance for underage drinking.*
- You only get one life...drive with caution and celebrate responsibly on Halloween night!
- Your tickets to a safe Halloween:
 - 🍬 Avoid driving during "Halloween Rush Hour" from 5:30-9 p.m. when children are trick-or-treating.
 - 🍬 Drive below the speed limit in residential neighborhoods, or avoid them if possible.
 - 🍬 Scan ahead for trick-or-treaters and yield to pedestrians.
 - 🍬 Use caution around stopped vehicles and proceed slowly.
 - 🍬 Drive distraction-free.
 - 🍬 Resist peer pressure to celebrate Halloween with alcohol and/or drugs or to drive while impaired—it's illegal.
 - 🍬 Do not ride with any drivers who may have used alcohol and/or drugs.
 - 🍬 Watch out for drivers who could be under the influence of something other than sweets.
 - 🍬 Remember to always buckle up.

Drive safely and celebrate responsibly on Halloween!

*Virginia Highway Safety Office

** www.trafficsafetymarketing.gov USDOT / NHTSA