**FOR IMMEDIATE RELEASE** **Contact:** **[Name]**
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**This Crash Responder Safety Week, [Organization] Asks Drivers to Respect Our Roadside Heroes by Observing Safe Driving Practices**

*Using hashtag #RoadsideHeroes, first responders—as well as drivers who have received their support—are encouraged to share their personal stories*

**[City]** – From November 14-18, as part of the national Crash Responder Safety Week, **[Organization]** will highlight stories from local responders on the risks they take in keeping our roadways safe and clear.

**[Organization]** works every day with partners, including firefighters, emergency medical services, law enforcement, towing and recovery, public works, and safety service patrols. Collectively, traffic incident responders work to assist road users in need, applying well-rehearsed procedures to provide emergency traffic control and quickly clear incidents from roadways.

“With many responses, we stand roadside with cars and trucks going by as fast as 80 miles per hour or more,” said **[Official]**. “In spotlighting response experiences in **[Area]**, we want drivers to understand the risks that we take every day, and the importance of slowing down and moving over when they pass.”

**[Organization]** will spotlight several stories through **[news, website stories, social media, etc.],** such as:

* **[Example 1]**
* **[Example 2]**
* **[Example 3]**

Stories like these emphasize why the Federal Highway Administration collaborates on Crash Responder Safety Week with national partners, states, and local responders to reduce the number of traffic incident responders injured or killed in the line of duty. From January through October of this year, xx traffic incident responders have been killed, and far more sustained life-altering injuries.

This national event leverages attention to promote Slow Down, Move Over law awareness for drivers, and free Traffic Incident Management training for responders:

1. When passing an incident scene, motorists are asked to slow down and, if possible, move over into an adjacent lane to provide a protective buffer for responders and the motorists behind you.
2. Local responders are encouraged to take the free National Traffic Incident Management (TIM) Responder training from the FHWA to stay updated on best practices: [http://bitly.com/TIMtrain](http://bitly.com/timfhwa). More than 600,000 responders have been trained to date through free in-person, online instructor-led, or online self-paced curriculum. Far more have yet to be TIM trained.

“We are very proud that we have now trained more than **[#]** of responders in our state,” said **[Official]**. “While drivers can make a big difference through their vigilance, training is also a critical part of the effort to save lives, reduce injuries, and decrease traffic incident clearance times.”