



# MEDIA ADVISORY

## Traffic Safety Office

Ohio Traffic Safety Office • Tina O'Grady, Administrator  
[www.ohiohighwaysafetyoffice.ohio.gov](http://www.ohiohighwaysafetyoffice.ohio.gov)



### FOR IMMEDIATE RELEASE:

April 22, 2010

Contact: Kristen Castle, Public Information Officer, 614-728-4623

## ODPS TO KICK OFF RIDE SMART CAMPAIGN

*Campaign Aims to Reduce Motorcycle Deaths and Injuries*

- What:** Motorcycle Ohio, part of the Ohio Department of Public Safety's Ohio Traffic Safety Office, is gathering with partners to kick off its *Ride SMART* motorcycle safety campaign. *Ride SMART* will work to address all aspects of motorcycle safety including: Ride Sober. Ride Motorcycle Endorsed. Ride Alert. Use the Right Gear. Ride Trained. *Ride SMART*.
- Who:** Cathy Collins-Taylor, Director, Ohio Department of Public Safety  
Jolene Molitoris, Director, Ohio Department of Transportation  
Colonel David W. Dicken, Ohio State Highway Patrol  
Sgt. Steve Click, Ohio State Highway Patrol Motorcycle Unit  
Motorcycle riders, enthusiasts and other local law enforcement motorcycle units have been invited to attend as well.
- Where:** Ohio Department of Public Safety  
1970 West Broad Street  
Columbus, 43223  
Southwest corner of the main parking lot.  
Rain location – ODPS Atrium – main BMV entrance.
- When:** Friday, April 23, at 2:00 p.m.
- Why:** Motorcycle fatalities increased 35 percent between 2006 and 2008 on Ohio's roads. ODPS led the *Ride SMART* campaign last year to reverse that trend and is thrilled to report that in 2009 we witnessed a 23 percent decrease in motorcycle fatalities - 163 deaths were reported, which is down from 213 in 2008. To continue the positive traffic safety trend, we continue with the *Ride SMART* motorcycle safety campaign. Also, the motorcycle riding season is already underway and we are approaching Motorcycle Safety Awareness Month, which is May. Now is the time to get the word out – motorists must watch out for motorcyclists and motorcyclists must always *Ride SMART*.

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