

For Immediate Release
October 26, 2009

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Don't Be a Zombie: Walk and Drive Alive!

On the Eve of Halloween and Time Change,

Street Smart Campaign Urges Drivers and Pedestrians to Pay Stronger Attention to Each Other

What: *Street Smart* campaign news event urging drivers and pedestrians to look out for each other. Don't be a Zombie: Walk and Drive Alive.

“SPELLBINDING” VISUAL: *A group of zombies with mobile phones/PDAs will lumber across a Georgetown crosswalk, providing a compelling visual of the dangers of failing to pay attention.*

Who:

- Assistant Chief Patrick Burke, DC Metropolitan Police Department
- George Branyan, Pedestrian Program Coordinator, DC Department of Transportation
- Group of costumed zombies participating in “Black(and blue)berry zombie walk,” illustrating the dangers of not paying attention

Why: Over the past five years, an average of 89.4 pedestrians and bicyclists per year have been killed in crashes on busy streets across the region.

With increased use of cell phones and mobile internet devices – by both drivers and pedestrians – the risks are higher than ever.

As trick-or-treaters and Halloween partygoers hit the streets this week and the time change results in earlier nightfall during the coming months, drivers and pedestrians must pay closer attention to each other.

When: Thursday, October 29, 2009
2:00 p.m.

Where: **K Street, NW and Wisconsin Avenue, NW**
(Georgetown, under the Whitehurst Freeway)
**Reserved media parking will be available on the street*

