



News Release

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AAA TIDEWATER REMINDS MOTORIST OF BACK TO SCHOOL WALKERS

Be cautious around school zones as students walk and bike back to school

VIRGINIA BEACH, Va., (August 29, 2013) –The afternoon hours are particularly dangerous for walking children over the last decade, nearly one-third of child pedestrian fatalities occurred between 4 and 8 p.m.

AAA's *School's Open – Drive Carefully* campaign was launched in 1946 to help reduce the number of school-related pedestrian injuries and fatalities. AAA offers the following advice for motorists:

1. **Slow down.** A pedestrian struck by a vehicle traveling at 25 mph is nearly two-thirds less likely to be killed compared to a pedestrian struck by a vehicle traveling just 10 mph faster.
2. **Eliminate distractions.** Children often cross the road unexpectedly and may emerge suddenly between two parked cars.
3. **Reverse responsibly.** Check for children on the sidewalk, driveway and around your vehicle before slowly backing up.
4. **Talk to your teen.** Car crashes are the leading cause of death for teens in the United States, and more than one in four fatal crashes involving teen drivers occur during the after-school hours of 4 to 8 p.m. Get evidence-based guidance and tips at TeenDriving.AAA.com.
5. **Come to a complete stop.** Always come to a complete stop, checking carefully for children on sidewalks and in crosswalks before proceeding.
6. **Watch for bicycles.** Children on bikes are often inexperienced, unsteady and unpredictable. If your child rides a bicycle to school, require that they wear a properly-fitted bicycle helmet on every ride. Find videos, expert advice and safety tips at ShareTheRoad.AAA.com.

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