



ORE Conducted through the Lorain County General Health District
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DATE: August 11, 2010
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FOR IMMEDIATE RELEASE

Re: **Look Twice Save a Life! – Motorcycles Are Everywhere**

(Lorain County, OH) – The Lorain County Safe Community Coalition reminds motor vehicle drivers to Look Twice Save a Life during the remainder of this summer’s motorcycle season. More than twenty motorcyclists have been killed on Lorain County roadways since 2007 -- one of the highest motorcycle fatality rates in the State of Ohio. In order to increase awareness of ways to both ride and drive safely, the Lorain County Safe Community Coalition will dedicate their Lorain County Fair booth to motorcycle safety.

Motorists and riders are invited to visit the Coalition’s booth in building 19 at the Lorain County Fairgrounds, August 23rd through the 29th, for information about motorcycle safety, free handouts and a crashed motorcycle display. The Safe Community Coalition will focus on how motorists can help avoid motorcycle crashes by instructing them how to identify a motorcycle and reminding them to look twice! The booth will also have information regarding motorcycle safety and training, which are crucial for riders to keep safe and have fun on the roadways.

The Ohio Department of Public Safety (ODPS) suggests that car drivers practice double checking for motorcycle riders, and that motorcyclists follow these tips to decrease their chances of a crash occurring:

- **Be visible** - wear proper clothing, use your head light, and ride in the best lane position to see and be seen
- **Communicate your intentions** - use the proper signals, brake light and lane position
- **Maintain an adequate space cushion between yourself and other motorists** - following, being followed, lane sharing, passing and being passed
- **Be prepared to react** - remain alert and know how to carry out proper crash-avoidance skills
- **Get trained** – proper training for riders is crucial to knowing how to best keep safe on the roadways. Visit www.motorcycle.ohio.gov to find out how you can become a skilled motorcyclist for only \$25!

For more information about the Lorain County Safe Community Coalition’s traffic safety prevention efforts, visit www.loraincountysafecommunity.com. Online registration is now open for the 2010 Motorcycle Ohio courses. Motorcycle training sites can be found nearby in Cuyahoga and Erie Counties.

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The Lorain County Safe Community Coalition is a group of concerned citizens, government officials, business leaders, law enforcement officers, educators, students, civic leaders, engineers, emergency personnel and medical/health professionals, that have joined together to lead Lorain County in efforts to create a safe community. The Lorain County Safe Community Coalition is partially funded by the Ohio Department of Public Safety. The Coalition is conducted through the Lorain County General Health District. For more information, contact the health district office: 440-322-6367, or visit www.loraincountysafecommunity.com.