

NEWS ADVISORY

Motorcycle Safety Awareness Month kicks off with Share the Road campaign

April 25, 2018, Peoria, Arizona –**Motorcycle Safety Awareness Month** begins **May 1, 2018** and serves as the launch of a statewide effort known as **Share the Road**, which is geared to significantly reduce the number of crashes and fatalities on Arizona roadways.

Last year, along with more than 3,100 motorcycle and 123,000 all other vehicle crashes in which people were hurt, there were record numbers of fatalities. As noted recently by our governor, the time is now to focus drivers and riders on the critical importance of **sharing the road** with respect and being **completely aware** of one's surroundings.

According to **Mick Degn**, executive director for the Arizona Motorcycle Safety & Awareness Foundation (AMSAF), last year, the economic loss due to motor vehicle crashes was more than \$10 billion. And, some 126,987 crashes took place in Arizona alone.

Arizona Motorcycle Safety & Awareness Foundation (AMSAF), a nonprofit 501c (3) Foundation and its partners, which encompass healthcare, insurance, legal, police departments, corporations, small businesses and the Arizona Governor's Office of Highway Safety (AZGOHS), are diligently working **together** to: 1) focus Arizona drivers/riders on the critical need to be undistracted when driving and 2) provide scholarships, statewide, to train motorcyclists how to drive more defensively and safe. This powerful combination is the key to public awareness, better road safety practices and understanding.

"We, and the partners we continue to seek, actively are involved in promoting the need for drivers/riders to share the road and to be more aware of their surroundings as they commute," says Degn. "We do this through public safety outreach and community grassroots efforts including billboards, local police safety events, working with news outlets and social media, events and more. "

The campaign is the offshoot of a program – the only one of its kind in the United States – that originally was developed to provide motorcycle training scholarships at a reduced cost so more Arizonans would get the training they need to ride safely. However, half of the crashes and fatalities on Arizona roadways are the result of distracted drivers and corporations and organizations statewide are saying enough is enough...**everyone** operating a vehicle in Arizona has to start paying attention.

Adds Degn, "We want others to join us in combatting this issue. After all, the people sharing our roadways are **your** family members, customers, friends and colleagues. Their lives matter as does their safety and the safety of others."

For more information, call 888.951.3732 or visit AMSAF at or www.amsaf.org.