



MINNESOTA TOWARD ZERO DEATHS

East Central Minnesota Toward Zero Deaths

Media Advisory

February 8, 2018

Contact: Tom Nixon
East Central Minnesota
TZD Regional Coordinator
218.828.5830
thomas.nixon@state.mn.us

For Immediate Release

Local Coalition launches next phase for Highway 23 crash reduction project

Public encouraged to implement Phase II and continue project success

What: *What can you DO to make the roads safer?*

State and local traffic safety partners collaborated during last year to educate Highway 23 users, so Hwy. 23 would be safer. From Milaca to Foley, starting February 24 through December 31, 2017, Highway 23 had more than 550 extra patrol hours – resulting in nearly 1,100 stops. During that time period, extra enforcement (along with other education and engineering efforts) resulted in a 50 percent reduction in injuries from crashes and no traffic-related fatalities. The previous year had 26 injured in crashes and 3 traffic-related deaths on that same section of highway.

When: Thursday, Feb. 22, 6-7 p.m.

Where: Foley Fire Department, 81 Norman Avenue S, Foley, MN 56444

Why: Matt Cardinal will deliver a message through his personal experience of why we all need to commit to better driving and to make a personal commitment to influence those around us to do the same. Year one is complete, now is the time for you to take part in the traffic safety culture change.

Who: If you live along or travel Hwy. 23, you have role in making roads you travel safer. From younger drivers to experienced drivers as well as pedestrians and bicyclists – all have a purpose to fulfill.

Speakers: Matt Cardinal – Husband of the late Lindsay Cardinal and father of children injured in the January 31, 2017 crash, will deliver a message of how we all need to commit to better, safer driving.
Larry Nadeau – Foley Fire Asst. Chief and Driving Educator, will provide information and tips all drivers can learn from
Tom Nixon – East Central Minnesota TZD, will detail last year's accomplishments and the opportunities for attendees to join the coalition efforts in preventing crashes.

###

