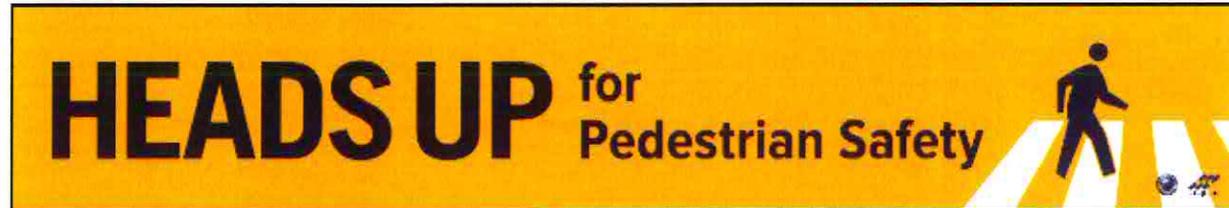




CITY OF EUREKA

PRESS RELEASE FOR IMMEDIATE RELEASE

For more information, contact:
City of Eureka – Engineering Department
531 K Street, Eureka, CA 95501
(707) 441-4350



City of Eureka Pedestrian Safety Campaign Launch

The City of Eureka is launching a traffic safety campaign to reduce pedestrian collisions by improving pedestrian and driver behaviors. The campaign slogan, “HEADS UP” will appear City-wide as a reminder to be alert, watchful, and keep your head up while walking and driving. To raise awareness of local pedestrian issues, the City urges all residents to Use the Crosswalks, Disconnect from Distraction, See and Be Seen, and Expect People in Crosswalks.

Please join the Mayor, City Council, local law enforcement, and the Transportation Safety Commission at the press conference for the campaign launch on Tuesday, May 19th at 10:00 a.m. in the lobby at City Hall, 531 K Street, Eureka where campaign materials will be unveiled.

“We take our responsibility for promoting safety and responsible driving and walking very seriously,” said Charles Roecklein, City Engineer. “This campaign will get some very important messages out to the public – both Eureka residents and visitors.”

This traffic safety campaign will be complemented by local police enforcement actions targeting the same behaviors. Funding for this program is from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.