



FOR IMMEDIATE RELEASE

Contact: Cathy Gillen
Office: 202-857-1203
Cell: 443-463-4449
cathygillen@roadwaysafety.org

Safe and Mobile Delaware Campaign Launched

What: *Safe and Mobile Delaware* campaign launch which includes a 1/2 hour documentary on older driver safety in Delaware that will air in February on WHYY Channel 12 and “on-demand” on Channel 12. Media are invited to get a sneak peak of the video at this event.

Other campaign features will also be unveiled including both radio and television public service announcements as well as a campaign web site. Experts on older driver safety in Delaware will be available for interviews.

Why: To educate older drivers in Delaware about programs and policies that are making the roads safer in Delaware for older Americans and all drivers.

To promote the findings of a May, 2007 University of Delaware report titled, *Assessing the Needs of Delaware’s Older Drivers*, and report on recommendations that have been or are being made since the report.

As Delaware’s elderly population grows over the next decade, roadway and intersection designs will become increasingly important to keeping the state’s overall population safe and independent. This calls for state and local policy makers, transportation planners and engineers, social service providers, and community leaders to work together to provide appropriate design strategies and awareness programs.

Who:

- Gregory M. Cohen, Executive Director, Roadway Safety Foundation
- Bernard Dworsky, Assistant Professor and Policy Scientist, Institute for Public Administration, University of Delaware
- Rita Landgraf, Secretary, Delaware Department of Health and Social Services
- Mark Luszcz, Assistant Chief Traffic Engineer, Delaware Department of Transportation
- Cathy Rossi, Manager, Public and Government Affairs, AAA Mid-Atlantic
- Dennis Christie, Executive Council, AARP Delaware

When: **Wednesday, January 13, 10 a.m.**

Where: Blue Ball Barn, Hay and Straw Rooms, 2nd Floor
Alapocas Run State Park
1914 West Park Drive
Wilmington, DE 19803

-###-