



FOR IMMEDIATE RELEASE

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MEDIA CONTACT:

Tina Fedko, Communications Director

J.W. Johnson, Communications Manager

724-776-4806 ext. 1190 or 1181

Slow Down Campaign Aims to Keep Kids Safe

As summer slows down, Cranberry Township officials are urging drivers to apply the brakes.

The bi-annual Slow Down Campaign will run for two weeks and coincide with the Seneca Valley School District's first day of school.

From Thursday, August 21, through Saturday, September 6, drivers will notice hundreds of campaign and radar speed signs across the Township encouraging them to slow down. Radar signs will be moved daily to different neighborhoods, and the data gathered will be used to change the program or increase awareness of the initiative. The campaign, a community-wide initiative, is designed to make streets safer for everyone.

In addition to the yard signs, Cranberry Township Police will increase patrols in key areas, particularly near schools, parks, and residential zones. Officers will monitor speeds, enforce traffic laws to ensure drivers adhere to the reduced speed limits, and exercise caution in high-risk areas.

Cranberry neighborhoods have joined biannually to encourage drivers to adhere to the posted 25-mile-per-hour speed limit and all posted speed limits throughout the Township. The Cranberry Township Slow Down campaign follows the Nebraska-based nonprofit "Keep Kids Alive, Drive 25."

The program is funded through local business sponsorships and the Cranberry Foundation.

For more information and a list of participating neighborhoods, visit cranberrytownship.org/slowdown.

MEDIA NOTE: Kelly Maurer, Cranberry Township Public Works Director, is available for interviews upon request.