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**Pace Car Media Release Template**

[Name of community] becomes a designated Pace Car community

**[Town, Province], [Date]-** (Name of community) is one of 3 designated Canadian communities to launch Parachute’s Pace Car program this fall, which is designed to prevent injury and save lives by reducing vehicle speeds in residential areas. Community members are asked to sign up to be “Pace Car drivers”, who drive respectfully and within the speed limits, acting as mobile speed bumps.

The **[Community]** Pace Car initiative officially launched at **[event details]**.

The Pace Car program focuses on raising awareness around speed reduction in the community, especially in school zones and pedestrian-dense areas.  Pace Car is part of Parachute’s child-pedestrian safety program, *Walk This Way*, which is proudly sponsored by FedEx Express.

The Pace Car program involves seeking out community members to sign up as Pace Car drivers. Participants sign the Pace Car Supporters Pledge and display the official Pace Car emblems on their cars. Pace Car drivers agree to drive with courtesy and respect to other drivers, and to drive the posted speed limit. Cars become a “mobile speed bump”, slowing speeding traffic behind them. Traffic is not only calmed on one street, but throughout a neighbourhood. Drivers also agree to be more aware of, and courteous to, other road users, especially pedestrians and cyclists.

[**Potential to insert quote about why your community decided to implement Pace Car]**

For more information and to sign up as a Pace Car driver, please contact **[insert contact info here].**

**[If you have another upcoming event or will be promoting Pace Car, provide details here].**

**ABOUT PARACHUTE**

Parachute is Canada’s national charity dedicated to reducing the devastating impact of preventable injuries. Injury is the No. 1 killer of Canadians aged 1 to 44, where **one child dies every nine hours**. The financial toll is staggering, with injury costing the Canadian economy $27 billion a year. Through education and advocacy, Parachute is working to save lives and create a Canada free of serious injuries. For more information, visit us at [**www.parachute.ca**](http://www.parachute.ca)and follow us on [Twitter](https://twitter.com/parachutecanada), [Facebook](https://www.facebook.com/parachutecanada), [Instagram](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwin6dCjyfPjAhXJHM0KHecQCcUQFjAAegQIAxAB&url=https%3A%2F%2Fwww.instagram.com%2Fparachutecanada%2F%3Fhl%3Den&usg=AOvVaw2PCm3mhJjT90-Jh5ZeZi5g) and [LinkedIn](https://www.linkedin.com/company/parachute---leaders-in-injury-prevention/).

**ABOUT [ORGANIZATION]**

**- add in your details or summary here**