



National Work Zone Awareness Week

April 26-30, 2021

Media Kit



SAFER ROADS SAVE LIVES

2021 NATIONAL WORK ZONE AWARENESS WEEK (NWZAW) MEDIA KIT

OVERVIEW

Thank you for participating in the 2021 National Work Zone Awareness Week.

National Work Zone Awareness Week (NWZAW) is an annual nationwide event that brings the American Traffic Safety Services Association (ATSSA), public agencies, national roadway safety organizations, companies and individuals together to promote the importance of work zone safety.

SUMMARY OF EVENTS

- National Work Zone Awareness Week, April 26-30
- Work Zone Safety Training Day, Monday, April 26
- National Kickoff Event, Tuesday, April 27
- Go Orange Day, Wednesday, April 28

This year's National Kickoff Event is hosted by the Michigan Department of Transportation (MDOT) and takes place at 11 a.m. EDT on April 27 at an MDOT project site on M-49 in Macomb County. The event will also be livestreamed.

Below is information meant to help organizations, publications, and individuals promote and learn more about National Work Zone Awareness Week and how vital work zone safety is in getting workers and motorists home safely.

For additional information or to attend the National Kickoff Event as a member of the media, contact ATSSA at communications@atssa.com.

PRESS RELEASE FOR NWZAW

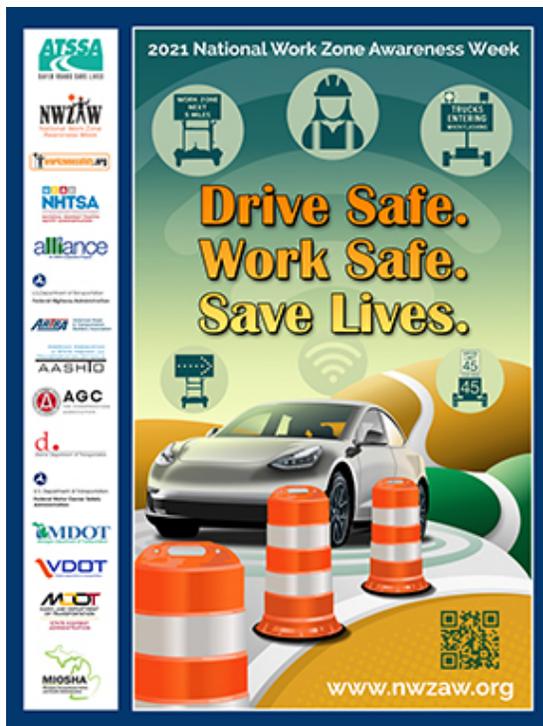
FOR IMMEDIATE RELEASE

Drive Safe. Work Safe. Save Lives.

Support work zone safety during National Work Zone Awareness Week 2021

CLINTON TOWNSHIP, MICH. (April 19, 2021) – Everyone deserves to get home safely.

National Work Zone Awareness Week (NWZAW), in its 21st year, is a national public awareness campaign that spreads the message that we are all responsible for work zone safety. This year's NWZAW is April 26-30 with the theme of "Drive Safe. Work Safe. Save Lives."



Statistics from the National Work Zone Safety Information Clearinghouse show there were 762 fatal crashes in work zones resulting in 842 deaths in 2019. In addition, 135 roadway workers were killed in work zones in 2019. The vast majority of people killed were motorists, passengers and pedestrians.

Those statistics demonstrate the importance of work zone safety and participating in NWZAW to spread the message that everyone plays a role in work zone safety. It is critical for motorists to safely navigate through work zones so they and roadway workers make it safely home to their families each day.

Statistics from 2018 show there were 123,000 work zone crashes—31,000 of which injury-involved crashes resulting in 45,000 injuries—underscoring the need to observe work zone speeds and eliminate distractions when approaching and driving through work zones.

This year's National Kickoff Event is hosted by the Michigan Department of Transportation (MDOT) and takes place at 11 a.m. EDT on April 27 at an MDOT project site on M-49 in Macomb County. The event will also be livestreamed.

This year's Work Zone Safety Training Day takes place Monday, April 26. The national stand down encourages employers and workers to pause voluntarily during the workday for safety demonstrations, training in hazard recognition and fall prevention, and talks about hazards, protective methods, and the company's safety policies, goals and expectations.

As part of NWZAW, all are also encouraged to participate in Go Orange Day on Wednesday, April 28, a day when individuals are encouraged to wear orange as a visual reminder to others of work zones. They are also encouraged to post photos of their Go Orange Day activities to further spread awareness of work zone safety. While fun, participation in Go Orange Day and NWZAW goes a long way in getting much needed attention on work zone safety.

State departments of transportation, federal agencies and other organizations will be participating in NWZAW and Go Orange Day, putting out Public Service Announcements about work zone safety and hosting events to highlight the issue. For additional information on the history of NWZAW, visit NWZAW.org/learn.

Participate in NWZAW and Go Orange Day – Wednesday, April 28 – by spreading the message of work zone safety with your friends, family and community and by liking, commenting and sharing on social media using the hashtags #NWZAW and #GoOrange4Safety. To learn more about NWZAW, visit NWZAW.org.

**#NWZAW #SafeWorkZonesForAll #WorkZoneSafety
#StandDown4Safety #GoOrange4Safety
#SaferRoadsSaveLives**



NWZAW was formed by ATSSA, AASHTO and FHWA. The partnership has expanded to include the Federal Motor Carrier Safety Administration (FMCSA), National Highway Traffic Safety Administration (NHTSA), Occupational Safety and Health Administration (OSHA), Virginia Department of Transportation (VDOT), Maryland State Highway Administration (MSHA), D.C. Department of Transportation (D-DOT), Associated General Contractors (AGC) and American Road & Transportation Builders (ARTBA), plus support from many individuals and organizations touched by work zone safety.

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