



# ***SPEED COUNTS.***

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# **SLOW DOWN.**

## **EMPLOYEE NEWSLETTER ARTICLE TEMPLATE**

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### **Speed counts. Slow down: Don't become part of Minnesota's traffic fatality milestone**

Milestones are typically something to celebrate. But not this year. By the time you read this or soon after, Minnesota will record its 400<sup>th</sup> traffic fatality for 2021, on pace for an annual number we haven't seen since 2007.

"And we all know that this 400 is far more than a number," says **NAME OF LEADER OR SAFETY LEADER**. "Every one of those 400 fatalities affects dozens, if not hundreds, more. These are the spouses, children and other family members; friends and co-workers whose lives are forever shattered by this loss.

"Don't become a statistic. YOU are important – to your families, friends, colleagues and to this organization."

From October 18-22 **NAME OF COMPANY** will focus on changing driving behavior. Watch for videos and other informative tools to help you think about what behaviors and thinking may be contributing to speeding, and how you can change those habits.

"We all understand the temptation to believe that speeding is a good way to get someplace faster and save time." **LAST NAME** says. "But in reality, speeding is dangerous and not worth the slight time savings. Let's commit to planning ahead for our travel and avoid the temptation to speed."