**2021 Traffic Safety Campaign**

**Sample news article**

**Headline: New video series reminds drivers to slow down, pay attention**

Even as many of us stayed closer to home, the pandemic year increased risk on the roads and led to excessive speed and more crash fatalities.

The statistics are startling. Record numbers exceeded speeds of 100 miles per hour. Speed-related fatalities on Minnesota roads more than doubled. And even with our state’s 2019 hands-free cell phone law, distracted driving remains a factor in crashes and fatalities.

A new animated [video series](https://www.youtube.com/playlist?list=PLxh_iNnAS6fpwqLtgKtfXCZOICD86j4Cg) from the Minnesota Safety Council reminds drivers to slow down and pay attention, especially as warmer weather means more roadside work projects. The three videos address [excessive speed](https://youtu.be/KwikvrQSgFU), [distracted driving](https://youtu.be/FWdlsRSt3k4) and [work zone safety](https://youtu.be/5tfxmNvCiBQ).

“The power to keep ourselves and others safe is literally in our hands each time we get behind the wheel,” says (NAME AND TITLE OF COMPANY LEADER OR SAFETY LEADER). “Please slow down and stay focused on the road, especially in work zones.”

Minnesota will mark 2021 Work Zone Safety Week April 26-30 with additional awareness activities.