



FOR IMMEDIATE RELEASE

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Pump the Brakes: Slow Down Campaign Aims to Keep Kids Safe

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

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

From August 22 through September 5, 2024, 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 and enforce traffic laws to ensure that drivers adhere to the reduced speed limits and exercise caution in high-risk areas.

Cranberry neighborhoods have joined bi-annually to encourage drivers to adhere to the posted 25-miles-per-hour speed limit and all posted speed limits throughout the Township. More neighborhoods take part each year with hundreds of signs posted and distributed in the participating areas, along with mobile speed-reading trailers and traffic counter tubes. The Cranberry Township Slow Down campaign is patterned after the Nebraska-based nonprofit "Keep Kids Alive, Drive 25."

The program is funded through local business sponsorships and the Cranberry Township Community Chest.

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.*