



# MEDIA ADVISORY

## Criminal Justice Services

Ohio Criminal Justice Services • Karhlton F. Moore, Executive Director  
[www.ocjs.ohio.gov](http://www.ocjs.ohio.gov)



### FOR IMMEDIATE RELEASE:

April 15, 2011

Contact: Kristen Castle, Public Information Officer, 614-728-4623

## ODPS TO KICK OFF *RIDE SMART* CAMPAIGN

*Campaign Aims to Reduce Motorcycle Deaths and Injuries*

**What:** Motorcycle Ohio, part of the Ohio Department of Public Safety's Office of Criminal Justice Services, is gathering with partners to kick off its *Ride SMART* motorcycle safety campaign. *Ride SMART* will work to address all aspects of motorcycle safety including: Ride **S**ober. Ride **M**otorcycle Endorsed. Ride **A**lert. Use the **R**ight Gear. Ride **T**rained. *Ride SMART*.

**Who:** Thomas P. Charles, Director, Ohio Department of Public Safety  
Jerry Wray, Director, Ohio Department of Transportation  
Colonel John Born, Ohio State Highway Patrol  
Karhlton Moore, Executive Director, Office of Criminal Justice Services  
Rob Dingman, President and CEO, American Motorcyclist Association  
Dawn Minturn, Professional Motorcycle Racer  
Motorcycle riders, enthusiasts and local law enforcement motorcycle units have been invited to attend as well.

**Where:** Ohio Department of Public Safety  
1970 West Broad Street  
Columbus, 43223  
Southwest corner of the main parking lot  
(Rain location – ODPS Atrium – main BMV entrance)

**When:** Friday, April 15, at 2:00 p.m.

**Why:** ODPS led the *Ride SMART* campaign in 2009 to raise awareness for motorcycle safety. According to preliminary data, Ohio witnessed an increase of eight motorcycle fatalities last year, following a 23 percent decrease from 2008 to 2009. (In 2010, Ohio witnessed 169 fatalities and in 2009, Ohio witnessed 161, down from 213 fatalities in 2008.) The motorcycle riding season is already underway and Motorcycle Safety Awareness Month is approaching, which is recognized in May. Now is the time to get the word out that motorists must watch out for motorcyclists and motorcyclists must always *Ride SMART*.

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