



MEDIA RELEASE

Criminal Justice Services

Ohio Criminal Justice Services • Karlton F. Moore, Executive Director
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ODPS KICKS OFF RIDE *SMART* CAMPAIGN

Campaign Aims to Reduce Motorcycle Deaths and Injuries

(COLUMBUS) – Together with state leaders, traffic safety partners, law enforcement, motorcycle advocates and enthusiasts, the Ohio Department of Public Safety (ODPS) kicked off its *Ride SMART* motorcycle safety campaign today, which is aimed at reducing motorcycle deaths and injuries.

Motorcycle Ohio (MO), part of ODPS' Office of Criminal Justice Services (OCJS), led the *Ride SMART* campaign in 2009 to raise awareness for motorcycle safety. The *Ride SMART* motorcycle safety campaign 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.*

"It is important that we not only continue the *Ride SMART* motorcycle safety campaign, but also continue working with our traffic safety partners on education, enforcement and engineering efforts to reduce motorcycle deaths and injuries," said ODPS Director Thomas P. Charles.

Partners of the *Ride SMART* campaign will reach out to as many motorcyclists and motorists as possible to remind them that everyone plays a critical role in motorcycle safety. MO is working with state and local partners including ODOT, the American Motorcyclist Association, American Bikers Aimed Towards Education, Safe Communities, law enforcement and other safety partners to get the message out to riders and motorists alike. MO and its partners will be working to continue these messages across the state during the entire riding season.

Components of the campaign include: distributing materials with safety messages at bars and establishments that host "Bike Nights;" working with local law enforcement, the Ohio State Highway Patrol and Safe Communities; offering various training classes; airing public service announcements with safety messages directed toward motorists and motorcyclists; funding high-visibility enforcement to discourage high-risk behaviors like drinking and riding; and working with as many partners as possible to get the word out to share the road, watch for motorists and *Ride SMART.*

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Ride SMART: Sober. Motorcycle Endorsed. Alert. Right Gear. Trained.

For more information call 1-800-83-RIDER (1-800-837-4337).

Motorcycle Ohio is run by ODPS' Office of Criminal Justice Services (OCJS). OCJS promotes educational programs, coalition-building efforts and campaigns focused on highway safety in addition to administering the Driver Training program for the state.