



PRESS RELEASE

Contact: Community Resource Officer Eric Snyder

FOR IMMEDIATE RELEASE

Date: April 14, 2016

Ames Police Launch Transportation Safety Website, Challenge Community to #MakeitNone

The Ames Police Department has launched a website aimed at improving safety for cyclists, pedestrians, and drivers. Bike Walk Drive SMART is a campaign to increase safety through respect. The BWD SMART website will include campaign videos, print materials, and safety information. More information on the campaign, and campaign materials can be found at www.cityofames.org/BWDSMART.

Also, as part of the annual Spring Campaign the Ames Police Department, along with the ISU Police Department, will challenge the Ames and ISU communities to #MakeitNone, referring to an effort to have zero traffic accidents the week of April 18-22.

The Ames and ISU Police Departments encourage the community to get involved and focus on transportation safety during the week of April 18-22. Community members can get involved in the following ways:

- Focus on transportation safety with a community group and post BWD SMART materials at your workplace or office.
- Include “Bike Walk Drive SMART” and “#MakeitNone” on electronic signs at your business.
- Share BWD SMART materials and videos on social media.
- Follow @AmesPolice and @ISUPD on Facebook, Twitter, and Instagram for daily safety related challenges throughout the week.
- Respect each other as you travel, not only this week but always.

Questions regarding this press release may be directed to Community Resource Officer, Eric Snyder, Ames Police Department, at (515) 231-1145 or (515) 239-5432.

