



For Immediate Release:
Monday, October 31, 2016

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For Pedestrian Safety

Halloween SEE & BE SEEN Street Event Monday, Oct. 31

ATLANTA—Halloween is here, and while we don't mean to cause a fright, this is pretty scary.

Pedestrian deaths are surging in Georgia - 206 people were killed while walking in 2015, up 18 percent from 2014. And this year deaths are up an average of 19 percent over 2015. With 37 percent more pedestrian fatalities in two years - that is cause for alarm.

There is no better time than Halloween to remind walkers and drivers of their shared responsibility for safety.

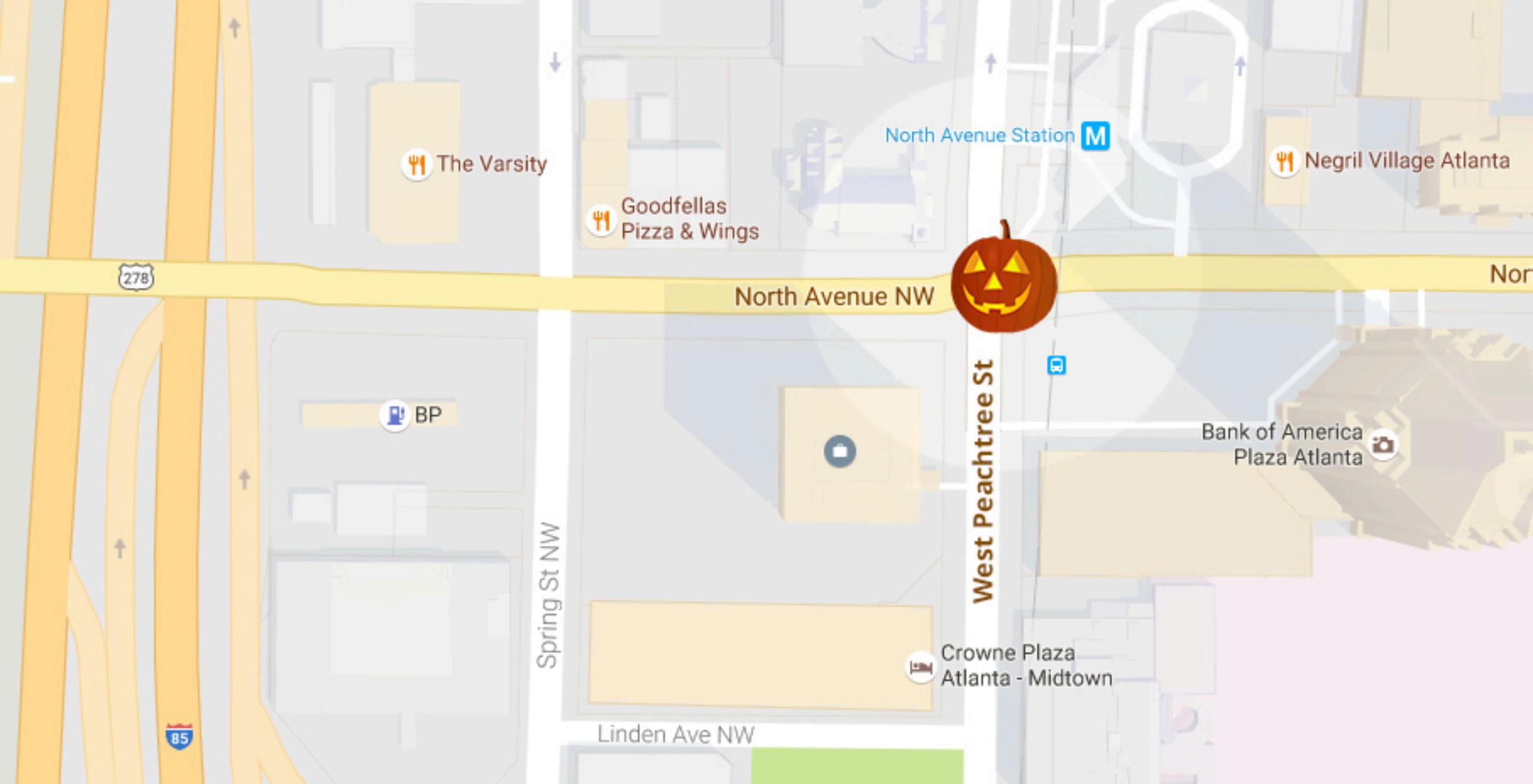
Georgia DOT's **SEE & BE SEEN** Halloween street event starts the conversation about ways to combat walker deaths. It is the responsibility of both groups to pay strict attention at all times; walkers ensuring they are always seen; and drivers slowing down so they will be able to stop before hitting a pedestrian.

- WHAT:** A Halloween happening kick-off for the SEE & BE SEEN pedestrian safety campaign to make it safer to walk in Georgia.
- WHO:** Costumed Georgia Department of Transportation representatives will hit the street to engage pedestrians, distribute information and suggest ways to be safer on foot.
- WHEN:** Halloween day – Monday, October 31 from 10 am to 1 pm.
- WHERE:** Midtown Atlanta at the corner of North Avenue and West Peachtree Street (by the North Avenue MARTA station). **See attached map**
- NOTE:** Snapchat users: filters placed inside the app in locations around Georgia remind users to be safe – especially during Halloween. Snapchat is a mobile app that changes its settings and appearances based on location and time. It allows you to take temporary photos to share.

Georgia DOT's SEE & BE SEEN campaign – in partnership with PEDS – aims to make it safer to walk in Georgia. SEE & BE SEEN is the pedestrian component of Georgia DOT's Drive Alert Arrive Alive campaign to reduce crashes and fatalities on Georgia's roadways. #ArriveAliveGA

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 The Varsity

North Avenue Station 

 Negril Village Atlanta

 Goodfellas
Pizza & Wings

278

North Avenue NW

Nor

 BP

West Peachtree St

Bank of America
Plaza Atlanta 

Spring St NW

 Crowne Plaza
Atlanta - Midtown

85

Linden Ave NW