

# STATE OF KANSAS

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## FOR IMMEDIATE RELEASE

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## **“Drive to Zero Pittsburg” debuts at Pittsburg State Gorilla Home Opener** *Community Coalition launches traffic safety initiative*

TOPEKA, Kan. — 1,980...no, that’s not just a random year in history. It’s the number of people who died in traffic crashes in Kansas in the past five years. That’s an average of 396 people each year whose family, friends, co-workers or classmates are missing them.

That sounds like a lot, but what would a reasonable number be? How about half - 198? Would 50 be better? 10? How many preventable deaths are acceptable in your circle of family and friends? A new coalition in southeast Kansas thinks the only acceptable number should be zero.

In conjunction with Gorilla Sports Properties and Pittsburg State Athletics, representatives of the Drive to Zero Pittsburg coalition will host pre-and post-game activities on the east side of Brandenburg Field/Carnie Smith Stadium on game days throughout the 2018-19 football season.

Pittsburg State students, Gorilla football fans and families will have the opportunity to:

- Meet leaders of “Gorillas In Your Midst” student-led peer health education
- Learn about SEK-CAP sponsored Game Day SafeRide in the Loop
- Experience The SEAT<sup>®</sup>, an interactive approach to teaching children and young adults about ways to be safe while driving or riding in vehicles
- Visit with law enforcement and other traffic safety partners

MyTownMedia Voice of The Gorillas Eddie Lomshek will support the gameday “Drive to Zero” promotion on Gorilla Sports Network affiliates ESPN 100.7, KSHQ Pittsburg and KLKC 93.5 Parsons.

“The Drive to Zero Pittsburg Coalition is a great example of what can be accomplished through the collaboration of sports marketing with the prevention community and law enforcement partners,” according to Chris Bortz, Program Manager for KDOT’s Traffic Safety Section. “While we love celebrating victories, we want to encourage safe driving behavior. Remember, on the Drive to Zero fatalities, YOU are in the driver’s seat.”

**###**

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**DRIVE TO ZERO  
PITTSBURG**



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