

MEDIA ADVISORY

For Capital City Classic Fans, Seatbelts and Sober Drivers are the Smart Play *Always Remember to: 'Drive to Stay Alive'*

WHEN: Friday, November 20, 2009, 11:00 a.m.

WHERE: Jackson State University, Pedestrian walk-way at the Amphitheater (Gibbs-Green Plaza)

WHAT: **Press Event.** As Jackson State and Alcorn State fans prepare to assemble Saturday in Jackson for the Capital City Classic rivalry, community leaders and state and local agencies will rally for the **2009 Capital City Classic 'Drive to Stay Alive' Campaign.** Prior to kick-off, members of the campaign will gather to reach African Americans, students, and all in attendance with key traffic safety messages, urging motorists to buckle up and drive sober. The goal is to prevent tragedies and keep Mississippi roads safe, especially during holiday periods.

SPEAKERS: **Stephen Simpson**, Commissioner, Mississippi Department of Public Safety
Michael Berthay, Colonel, Mississippi Highway Safety Patrol
Donnell Berry, Lt., Colonel, Mississippi Highway Safety Patrol
Dr. Ronald Mason, President, Jackson State University
Rebecca Coleman, Chief, Jackson Police Department
Tyrone Kidd, Interim Chief, Jackson State University
Luther Perry, Ministers Against Crime (MAC) and National Highway Traffic Safety Administration (NHTSA) Diversity Outreach Liaison

Special Appearances: Ms. Christen Scott, Miss Jackson State University
Mr. Courtney Gray, Student Government President

FACTS:

- Last year Mississippi suffered **783 total traffic fatalities**; of those, **38.6 percent (or 298 fatalities)** involved an alcohol-impaired driver.
- That's an average of **more than two people killed every day** from traffic crashes.
- Overall, seat belt use in Mississippi is **71.3 percent**, compared to the national average of 84 percent.
- In 2008, **259 African Americans** were killed in motor vehicle crashes in our state. Of that number **194 were not belted.**
- NHTSA estimates that **1,300 African American lives could be saved and 26,000 injuries prevented in traffic crashes each year if all buckled up.**
- Before the game and during the press conference representatives from Division of Public Safety Planning's Office of Highway Safety, Department of Public Safety's Office of Motor Carrier Safety Division, MADD (Mothers' Against Drunk Driving, Mississippi Underage Drinking Prevention Coalition (MUDPC) of Hinds County, Safe Kids, and others community partners will be handing out traffic safety materials to fans.

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