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## **Riverside County transportation officials announce kickoff of “Drive to Survive” traffic safety campaign**

Riverside resident Simone Daly knows first-hand the dangers for those who travel on local roadways. Her 13-year-old daughter, Haven Penman, was killed by a drunk driver several years ago.

Haven “was my only child, my best friend and the love of my life,” Daly said. “Haven had a loving, sweet soul and loved to make others laugh as well.”

After seeing a spike in serious crashes this year, Riverside County transportation officials are launching a traffic safety campaign so that other families are not left picking up the pieces of a shattered life. The “Drive to Survive” educational campaign is aimed at reducing traffic collisions caused by drunk and distracted driving, unsafe maneuvers and speeding.

Riverside County Transportation Director Patricia Romo kicked off the campaign today (Dec. 13).

“The idea is to get drivers to take a moment and think before they get behind the wheel,” said Romo, who is featured in a short introductory video posted on the campaign’s webpage. “Maybe they use that moment to put away their cell phone, or call for a cab or Lyft because they had a few drinks, or count to 10 so they calm down or slow down.”

The campaign will feature billboard messages placed throughout the county, social media ads, public service announcements on local radio and a webpage that will provide driving safety tips, statistics on accidents and videos. The campaign will run through the holiday season, but may be expanded.

Daly, who has worked with the local chapter of Mothers Against Drunk Driving, recorded the 30-second radio ad and another audio segment that will be available on the website <http://rctlma.org/trans/General-Information/News/Drive-To-Survive>

“Life can change in a second,” Romo said. “We want drivers to take that moment and change it for the good.”

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