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FOR IMMEDIATE RELEASE

MEDIA ALERT

Joining Forces Speed Awareness Campaign
(June 5- June 21, 2024)

Boulder City Police Department will be joining forces with participating law enforcement agencies in Nevada for a Joining Forces Speed Awareness Campaign. The campaign will take place from **June 5th – June 21st, 2024**.

From 2017 to 2021 there were 491 speeding related fatalities in Nevada with 339 occurring in Clark County. In fact, speeding is one of the biggest contributors to fatalities on Nevada's roadways. In 2022, speeding killed 12,151 people nationwide — accounting for 29% of total traffic fatalities. Speeding isn't just about going faster than the posted speed limit. Speeding includes driving too fast during bad weather conditions such as rain, ice, and snow and jeopardizing your safety and the safety of others on the road. The *Joining Forces Speed Awareness Campaign* aims to increase law enforcement participation and public safety by coordinating highly visible patrols across the State of Nevada with the goal of raising awareness, educating the motoring public, and saving lives.

Speeding is more than just breaking the law. The consequences are far-ranging:

- Greater potential for loss of vehicle control.
- Increased stopping distance after the driver perceives a danger.
- Increased degree of crash severity leading to more severe injuries.

Boulder City Police Department remains dedicated to bringing the number of fatalities on Nevada's roadways to zero through increasing public awareness about the dangers of speeding, driving unrestrained, impaired driving, distracted driving and more. More information about safe driving and the Nevada Zero Fatalities goal is available Online at www.ZeroFatalitiesNV.com.

The Nevada Department of Public Safety's- Office of Traffic Safety (OTS) provides funding for law enforcement agencies to participate in Joining Forces to reduce traffic deaths.