CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Public Service Announcement

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RUN DATES: August 15 – Sept. 30, 2004

Back-to-School Safety

30 Seconds

As our kids go back to school, let's make their safety Priority One.

Reduce your speed to 25 in a School Zone.

If you're dropping kids off, or picking them up, don't double-park, or block the crosswalk.

In fact, if you're tired of the congestion, just park a block away and walk your kids to school. It reduces congestion - and the potential for accidents.

Let's make every School Zone a Safe Zone for kids.

This message brought to you by the City of San José Street Smarts Program.

For more information, visit: www.GetStreetSmarts.org.

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60 Seconds

As our kids go back to school, let's make their safety Priority One.

Reduce your speed to 25 in a School Zone, even if there are no children present.

When dropping your kids off, or picking them up, don't double-park, or block the crosswalk.

Don't drop your kids off across the street, unless you can park legally, and be sure to escort them to the nearest crosswalk.

In fact, if you're tired of the congestion, just park a block away and walk your kids to school. Factoring in a few extra minutes in the morning is not only healthier for your kids, it reduces congestion - and the potential for accidents.

Remember that running stop signs, making illegal U-turns, and speeding, endangers the lives of our children.

Let's make every School Zone a Safe Zone for kids.

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