



MEDIA ADVISORY

Street Smart Campaign Shares Real Life Stories Behind the Statistics

Aims to Reduce Annual Spike in Pedestrian Deaths at End of Daylight-Saving Time

Washington, DC (November 12, 2020) – The new *Street Smart* “Lives Shatter on Impact” testimonial exhibit will make stops across the metropolitan Washington region.

Every year, the end of Daylight-Saving Time is associated with a sharp increase in the number of pedestrians hit and injured or killed. When the clocks fall back, the evening commute gets darker – and more dangerous. According to the National Highway Traffic Safety Administration, 75 percent of pedestrian fatalities occur in the dark.

Street Smart’s campaign shares [heart-felt testimonials](#) from area residents whose lives have been upended when they or their loved ones have been struck by drivers. The display includes an educational wall with written stories and photographs as well as a large video screen showing short films and photos of families across the region.

The “Lives Shatter on Impact” testimonial exhibit is part of the ongoing *Street Smart* campaign, focused on reducing injuries and deaths of people walking and biking. It runs through December and includes stops in DC, suburban Maryland and Northern Virginia.

WHAT:

Street Smart “Lives Shatter on Impact” Testimonial Wall Display

WHEN/WHERE:

- November 14-15: Mall at Prince George’s, Hyattsville, MD
- December 11-13: DCUSA, Washington, DC
- December 19-20: Pentagon City Mall, Arlington, VA
- December 21-22: Westfield Wheaton Mall, Wheaton, MD

VISUALS:

Opportunity to capture footage of public interacting with educational wall display that includes stories of individuals who have been killed or injured while crossing streets in the metro Washington region.

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The Council of Governments is an independent, nonprofit association where area leaders address regional issues affecting the District of Columbia, suburban Maryland, and Northern Virginia.