

## Media Advisory

FOR IMMEDIATE RELEASE

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### **LONGEST DAY LOOMS – WE’RE FOCUSED ON THE LONGEST NIGHT AND WANT PEOPLE TO LIGHT IT UP**

*(Lehi, Utah)* It might almost be the longest day of the year, but the Utah Department of Public Safety’s Highway Safety Office is focused on the dark – in particular, they’re focused on what cyclists and pedestrians wear in the dark. Gear in high visibility colors is great for daytime, but at night, riders and pedestrians need to have reflective gear and lights – without them, they’re invisible. As the HSO works to create a video for this educational effort, the media is invited to attend and get a jump-start on the publicity effort.

**WHEN:** Monday, June 15, 2015 at 8:30 p.m. – 10:00 p.m.

**WHERE:** Department of Public Safety Emergency Vehicle Operations Course  
2600 North and Redwood Road in Lehi

**WHAT:** Behind the scenes of a video shoot for informational video about the importance of pedestrians and cyclists using reflective gear when it’s dark outside

**WHO:** Cyclists wearing reflective gear and cyclists not wearing reflective gear  
Gary Peirce, whose wife was killed in a cycling accident  
Cycling safety advocates

**WHY:** Drivers are looking for cars – so pedestrians and cyclists need to do everything possible to help drivers see them. While high visibility gear is great during the daytime, it doesn’t help at night – reflective gear is what cyclists and pedestrians need when it’s dark.

**STORY OPS/VISUALS:** Live shots/broadcast from the EVO track – reporters welcome to wear reflective gear we have on hand  
Dramatic difference reflective gear makes in visibility can be demonstrated on camera  
Gary Peirce can speak about his wife’s crash and his commitment to cycling safety

The video shoot is being held in conjunction with the Road Respect Tour. “Road Respect” is a grassroots safety campaign that aims to educate drivers and cyclists about the rules of the road and encourage mutual respect so that everyone gets home safely. For more information about the program and the Road Respect Northern Utah Tour, including a full schedule of events and stops, visit [roadrespect.utah.gov](http://roadrespect.utah.gov).

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