

## PRESS RELEASE

CONTACT: Mayor's Office  
861-5301

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### **WOODBINE PARTNERS WITH SJTSA IN "THINK SAFETY" AWARENES CAMPAIGN**

**Woodbine**—Mayor William Pikolycky is pleased to announce that Woodbine Borough Council, at their May 15 meeting, passed, a resolution acknowledging Woodbine's participation as a targeted community in the South Jersey Traffic Safety Alliance's (SJTSA) THINK SAFETY Campaign for the summer of 2008.

The SJTSA's THINK SAFETY Campaign promotes bicycle, pedestrian and motorcycle safety through aerial banners that will fly over the beaches in Cape May and Atlantic Counties and through radio and television traffic safety spots with the message, LOOK TWICE SAVE A LIFE.

Participation as a THINK SAFETY COMMUNITY includes displaying roadside banners at high traffic areas like amusement parks and tourist centers, and the local branch of the Cape May County library, affixing THINK SAFETY in bumper stickers on municipal, police, emergency, and beach vehicles, affixing USE CROSSWALK vinyl letters on parking meters, including the THINK SAFETY Brochure as a payroll insert and promoting the THINK SAFETY Program on municipal websites and adding links to [www.SJTSA.org](http://www.SJTSA.org);

Participation as a THINK SAFETY COMMUNITY also includes working with local merchants to display the THINK SAFETY posters in storefront windows and working with the school to display traffic safety information on the education channel.

Posters will be made available at the Borough Hall and through the Greater Woodbine Chamber Commerce for display by our local businesses.

"May itself is additionally Motorcycle Awareness month," added Mayor Pikolycky. "Woodbine being at the conjunction of a number of County highways which serve as alternate routes to the Shore, we re actively involved in various initiatives to increase our pedestrian, bicycle, motor vehicle, and also equestrian safety throughout the Borough. We have been working with the New Jersey Department of Transportation with their Local Bicycle, Pedestrian Planning Assistance Program to identify areas that will be targeted for additional safety enhancements."