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## PRESS RELEASE

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### MEDIA ADVISORY

Date: 8-30-10  
Time: 1530 hours

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TITLE: COLORADO PUBLIC SAFETY WEEK-AUGUST 29 TO  
SEPTEMBER 24, 2010

Fort Collins, CO – The Poudre Fire Authority would like to let our customers know about the first ever **Colorado Public Safety Week – August 29 to September 4, 2010**. The safety week is a joint initiative of the Colorado Association of Chiefs of Police, Colorado State Fire Chiefs Association, and the County Sheriffs of Colorado to enhance the safety of our first responders to traffic incidents on Colorado roads. The Associations have been joined by the Colorado State Patrol and the Colorado Department of Public Safety, Division of Fire Safety to work on this very important project.

The reason that this partnership team was formed was to emphasize the importance of traffic safety. History and statistics have shown that the leading cause of death for Law Enforcement and the second leading cause of death for Fire Fighters are directly related to motor vehicle accidents.

The slogan for Public Safety Week is: ***Colorado Public Safety Professionals Are Invested In Your Safety – Watch Out for Us . . . So We Can Watch Out for You!***

Here is a link to a national Public Service Announcement (PSA) urging motorists to “slow down and move over.” The PSA is a joint venture between the Delaware City Fire Company and the Cumberland Valley Volunteer Firemen’s Association (CVVFA) to educate the public about dangers associated with passing responders working on the roadways.

The CVVFA produced the PSA under a Cooperative Agreement with the U.S. Fire Administration (USFA) with funding from the Office of Justice Programs, U.S. Department of Justice.

<http://www.youtube.com/watch?v=JwJQhDaaz0>

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