



# MEDIA ADVISORY

**For Immediate Release**

**Monday, May 4, 2015**

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## ***“Be A Roll Model!”***

**Lancaster, TX** – May is Bicycle Safety Month, but the Lancaster Police Department want to remind you that bike safety must be observed every day! The City of Lancaster Police Department is proud to partner with the National Highway Traffic Safety Administration (NHTSA) to promote the *“Be A Roll Model”* campaign; encouraging everyone to model safe behaviors to enhance the safety of all road users, including those who bicycle. Whether you are a motorist or bicyclist, a parent/grandparent, adult, or older youth, ride for transportation or recreation, we can all play a part in being a “Roll Model” to decrease the risks of traffic crashes and preventable injuries and deaths. The City of Lancaster would like to share the following six tips to being a “Roll Model” provided by the NHTSA:

- **Riding and Driving Focused** - never distracted.
- **Riding and Driving Prepared** - always expect the unexpected.
- **Putting Safety First** - we never know when a crash will occur, regardless of skill level or age; always wear a bicycle helmet when on a bicycle and a seat belt when in a car.
- **Following the Rules of the Road** - a bicyclist is considered a vehicle on the road with all the rights on the roadway and responsibilities of motorized traffic.
- **Expecting law enforcement officers** to monitor and address unsafe behaviors between motorists and bicyclists that put bicyclists at risk.
- **Sharing the Road** - both vehicle drivers (motorist and bicyclist) should look out for one another and show mutual respect.

Be a “Roll Model” to not only protect yourself but also those around you. For more information, please contact the City of Lancaster Police Department at (972) 218-2700 or visit [www.Lancaster-TX.com/Police](http://www.Lancaster-TX.com/Police).

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