



May Day! **Keep Kids Alive Drive 25®** Day Coming May 1st ([Click here for information](#))

Support the "Run to Remember" **Pike's Peak Ascent** ([Click here to learn more](#))

### CHECK OUT OUR PUBLIC EDUCATION MESSAGE!

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E-mail [Tom@kkad25.org](mailto:Tom@kkad25.org) to find out how to run this message in your community.



### **KEEP KIDS ALIVE DRIVE 25® - A CALL TO ACTION!**

A non-profit organization founded in the summer of 1998, **Keep Kids Alive Drive 25®** is a safety campaign targeting observance of the residential speed limit. In most towns and cities throughout the U.S. the residential speed limit is 25 mph. Thus the slogan, "**Keep Kids Alive Drive 25®**".

Tom and Wendy Everson began the campaign in their own neighborhood in Omaha, Nebraska. Since that time, **Keep Kids Alive Drive 25®** has been embraced by over **800 communities** representing **47 states** to date.

The mission of **Keep Kids Alive Drive 25®** is to **educate** and **actively engage** citizens throughout the United States in a common commitment to create safer streets in neighborhoods, and beyond, for the benefit of all. This includes pedestrians, cyclists, children-at-play, motorists and their passengers. We work with and through neighborhood groups, law enforcement, public health agencies, schools, city/county/state government, public works, businesses, safety organizations, and any and all civic organizations committed to creating safe roadways.

The campaign goal is to unite neighborhoods and communities throughout the U.S. with a consistent message about safe driving. **Keep Kids Alive Drive 25®** reminds each of us to check our speed and slow down as needed. Since we as drivers cause the problem of speeding in residential neighborhoods, and beyond, we must be actively engaged and committed to being the solution as well. **Keep Kids Alive Drive 25®** is a friendly reminder to slow down in a fast-paced world, as well as an invitation to take personal responsibility for our driving behavior.



For communities, it is imperative to send the message that, "**Speeding will not be tolerated in our town!**" **Keep Kids Alive Drive 25®** works to support this message by educating and engaging drivers, pedestrians, cyclists, residents, parents, schools,



businesses, law enforcement, public works, and many others in making safer streets a reality. This is why we exist.

#### DID YOU KNOW?

- 43,443 people – daughters, sons, brothers, sisters, mothers, fathers, friends – died on America's roadways in 2005. That's an average of 119 deaths per day each and every day of the year. (National Highway Traffic Safety Administration (NHTSA) – 2005)
- 4,881 pedestrians died while walking in neighborhoods or crossing streets in 2005. 500 of these deaths were children under 14 years-old. (NHTSA 2005)
- The death rate on residential streets is over twice that of highways -measured per miles driven (NHTSA – 2005)
- Speeding Triples the Odds of Crashing (AAA Foundation for Traffic Safety - 2006)
- A pedestrian hit by a vehicle traveling 30 mph is 3 times more likely to die than one hit by a vehicle traveling 25 mph. (General Estimated Database of Police Reported Accidents – 1999)



We invite you to browse our site to benefit from the information available through the link buttons on the left-hand side of this page. As you click on each of the buttons you will discover information about how to begin a **Keep Kids Alive Drive 25®** campaign in your community, what you can do in your own neighborhood, and pick up on helpful parenting tips. You can also find out what communities around the country are doing to grow local campaigns. Take time to click on the [State Contacts/Retailers](#) button to connect with local contacts in your state.



In addition, please take time to find out about our **STOP! TAKE 3 TO SEE®**, **SEAT BELTS-FASTENATING!®**, **Be Aware! Drive With Care™**, and **Check Your Speed®/No Need To Speed®** initiatives. These are designed to complement **Keep Kids Alive Drive 25®**.

Once you review information, you are welcome to contact us via phone or e-mail to request additional ideas about how to begin a campaign in your community. **We are available for on-site consultation and support in launching your local campaign.**



You can also choose to purchase one or more of the many **Keep Kids Alive Drive 25®** items designed to raise awareness and to remind us all to demonstrate care and safety in our driving habits. Proceeds from these products help to fund the growth of **Keep Kids Alive Drive 25®** throughout the United States.



Please e-mail or call with any questions or comments concerning the campaign. We wish you all the best as you care for your own children as well as for all children and pedestrians of all ages out and about in your neighborhood each day. And remember, **Keep Kids Alive Drive 25® - It's About Kids! It's About Safety! It's About Caring! It's About Time!®**

Yours in safety,

**Tom Everson**

Tom Everson

Executive Director  
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**Keep Kids Alive Drive 25® is a Non-Profit 501(c)(3) Organization. Tax deductible donations can be made by clicking on the "Donate" button on the left-hand column.**

**Our Board of Directors:**

**clark Toner** - President (Employed by Father Flanagan's Girls and Boys Town)

**Russ Lloyd** - Vice President (Employed by Union Pacific Railroad)

**Anne Lloyd** - Secretary (Employed as a teacher in the Omaha Public School District. Anne and Russ are parents of Shannon, a 7 year-old who died on their neighborhood street in 2001)

**Janet Hayes, CPA** - Treasurer (Employed by Boyle, Hess, and Elliott CPAs in Omaha)

**Simera Reynolds** - Board Member (Nebraska State Executive of Mothers Against Drunk Driving)

**Camille Hawk** - Board Member (Lawyer with the firm of Fitzgerald, Schorr, Barmettler and Brennan, P.C., L.L.O, Omaha)

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