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MEDIA RELEASE

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Pace Car Program Implemented by Ashwaubenon School District & Village of Ashwaubenon



Ashwaubenon, WI – October 1, 2014 – A Wisconsin Department of Transportation Safe Routes to School Grant, administered by the Ashwaubenon School District, has allowed the District and Village, in conjunction with WE BIKE, etc., to implement a Pace Car program. The program encourages drivers to travel at, or below, the posted speed limit and serve as Pace Cars to help encourage other drivers to slow down.

The Village's Public Safety Department has placed Pace Car window clings on all patrol vehicles and the goal is to place them on all Village and School District vehicles as well. The next step is to engage Village residents, parents and anyone who regularly travels thru the Village to become a Pace Car.

Pace Car participants are asked to abide by the speed limit and traffic laws - especially in school zones when children are present. Participants can have a window clings for their vehicles and/or a yard sign for their property to create a sense of community and remind other motorists the importance of driving the speed limit to keep our children, bicyclists and pedestrians safe.

By working together we can make Ashwaubenon a safer place for all travelers.

For more information, visit the school district's website at <http://www.ashwaubenon.k12.wi.us/srts.cfm> or refer to the contact information near the top of this media release.

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