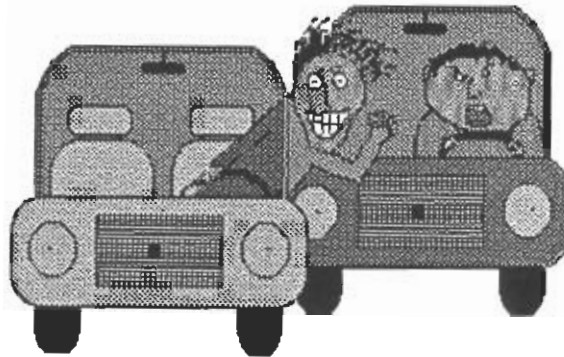


"Survival of the Calmest"



Public Service Announcements (For television, radio, newspapers, and newsletters)

How fast are you going right now? Is it safe to drive that fast? This is _____ asking you to slow down and drive carefully. On the roads today it's **"Survival of the Calmest."**

As you're driving down the road to work or school, take a second and look at the car in front of you. How close is it? It should be at least one car length for every 10 miles per hour of your speed. This is _____ reminding you that on the roads it's the **"Survival of the Calmest."** Do your part to help stop aggressive driving.

Did you know that one-quarter of the children who die between the ages of 5 to 14, die in a traffic accident? Please drive carefully, the children you save may be your own. This message brought to you by _____, George Mason University and the **"Survival of the Calmest"** campaign.

Did you know that traffic deaths account for almost half of deaths for 15 to 24 year olds? This is _____ asking you to drive the speed limit. This message brought to you by _____, George Mason University and the **"Survival of the Calmest"** campaign.

"If I don't hurry up, I'm going to be late." "Get out of my way, you're going too slow." "The light is turning yellow, go, go, GO!" How many times have YOU said the same thing? Instead, take a deep breath, count to ten and slow down. This is _____ asking you to help stop aggressive driving. This message brought to you by _____, George Mason University and the **"Survival of the Calmest"** campaign.

Most automobile accidents are caused by driver error. How are you driving? Are you following too close to the car in front of you? Speeding? Slow down and drive safely. Help stop aggressive driving. Be considerate of other drivers. After all, on the roads today it's **"Survival of the Calmest."** This message brought to you by _____.