

City-Wide Pedestrian Slogan Contest

As the drivers and pedestrians take to the streets this summer, the Highlands Commerce Guild asks that everyone slow down, use common sense and avoid becoming a statistic.

According to several local Louisville accident attorneys our city is ranked the 7th worst city in the country for the safety of pedestrians.

The culprits are distracted drivers using cell phones, texting or under the influences of alcohol or drugs: drivers who fail to watch for pedestrians when turning at an intersection or backing out of a parking lot or driveway: drivers who do not stop pedestrians at a crosswalk, reduce their speed in a school zone or stop for a school bus- in other words drivers who don't follow basic traffic rules designed to protect pedestrians.

But it isn't just the drivers who are at fault. Distracted pedestrians using cell phones, texting, head phones, bikes or under the influence of alcohol or drugs, can also fail to watch for cars, obey traffic lights and signals.

The Highland Commerce Guild wants to promote Louisville as "The Walking Community" and to that end is sponsoring a contest to develop a city wide *ten-word-or-less* slogan to promote pedestrian and traffic safety.

Please send your ideas with your name and contact information to Aaron Givhan at askaaron@insightbb.com. For information call (502) 417-7610.

The winner will receive **12 dinners for 2** from local restaurants for the winning slogan. This contest ends on July 4, 2011 at 6PM.