

# BRAKE FOR BELA

## Summer Driving Awareness Campaign



### BACKGROUND

In the summer of 2009, Denver metro resident Kristi Estes' 5-year-old daughter Bela was struck by a car while playing with neighborhood friends near the street in front of her house. Although she survived the accident, Bela sustained significant injuries to her face and body, as well as emotional trauma that was difficult to overcome.

Bela's mother Kristi is a Communications Director at Communication Infrastructure Group (CIG), and the CIG team felt personally inspired to launch a grassroots summer driving awareness campaign called "Brake for Bela." This campaign aims to give back to the community and remind the public to both drive and play safe in neighborhoods, especially during the summer months while most children are out of school.

The campaign launches its inaugural year the last week of May 2011, and will continue through the end of August. The timing is meant to coincide with the traditional summer break for most local schools in metro Denver and the surrounding suburbs.



## School is Out. Kids are About.

Speeding in residential neighborhoods represents the single greatest complaint issued to police departments and city council representatives throughout the United States. (Keep Kids Alive Drive 25)

Motor vehicle crashes are the leading cause of death for children ages 2 – 14. (National Center for Health Statistics)

Pedestrian/vehicle accidents are the second leading cause of unintentional-injury related death among children between the ages of 5 and 14. (NHTSA)

Deaths from automobile/pedestrian accidents increase 16 percent in summer months, compared to the annual monthly average. (Safe Kids Worldwide Research)

The death rate on residential streets is more than twice that of highways – measured per miles driven. (NHTSA)

Each year, more than 4,000 sons, daughters, mothers and fathers are killed while walking in neighborhoods or crossing streets. (NHTSA)

A pedestrian hit in a 30 mph speed zone is three times more likely to die than one hit in a 25 mph zone. (NHTSA)





TAKE ACTION. GET INVOLVED.  
SPREAD THE MESSAGE.

# WHO DO YOU BRAKE FOR?



**This is the inaugural year of Brake for Bela and we hope to grow!**

Learn more about Brake for Bela and help spread the word by visiting  
our website [www.cig-pr.com](http://www.cig-pr.com) and clicking on Brake for Bela.

Join our call to action for safe, attentive driving in neighborhoods this summer by "liking" our cause on Facebook and taking the Safe Driver pledge. Spread the word to friends and family on Facebook and encourage them to make the pledge as well.

[www.facebook.com/brakeforbela](http://www.facebook.com/brakeforbela)

facebook



**Other ways to help promote focused driving  
and neighborhood safety this summer:**

**Order a KidAlert or Keep Kids Alive sign for your yard!**

Available online at Amazon and Wal-Mart  
or visit [www.keepkidsalivedrive25.org](http://www.keepkidsalivedrive25.org).

