

Seasonal Driving Safety Bulletin

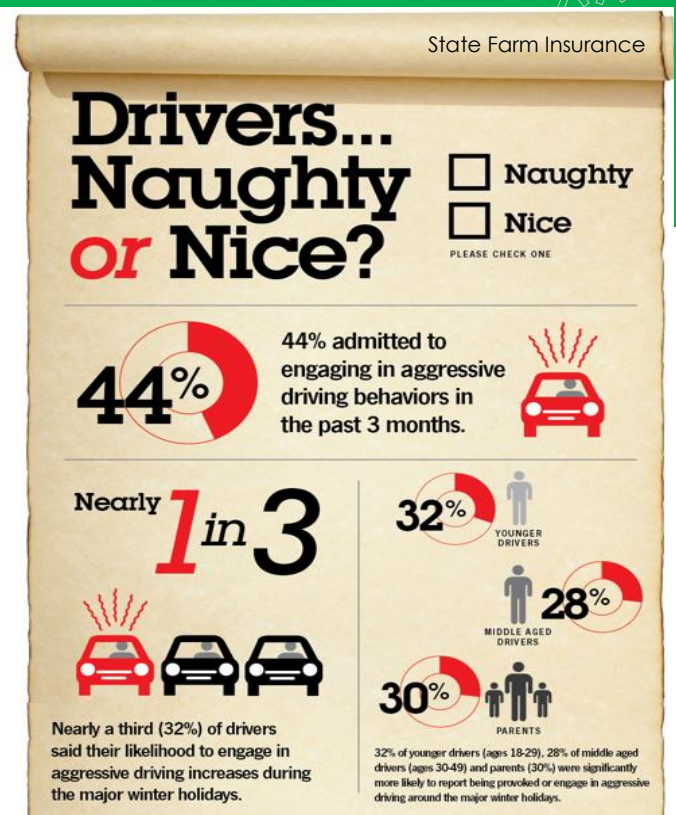
Happy & Safe Holiday Seasons
Greetings from Our Risk
Management Family to Yours...

Don't Be a Grinch When Driving This Holiday Season

It's that time of year again when many of us look forward to celebrating the holiday season. The holidays bring excitement to children and adults alike. However, more important than the holiday season is the safety of each and every one of us as we enjoy the company of friends, co-workers, children, and our families during this festive time. We each must be mindful of the potential risks that exist from such things as slipping or falling on ice or snow covered surfaces while getting in/out of vehicles or just being a little extra cautious while driving to prevent a motor vehicle crash. The driving hazards that exist during the holiday season are not very different from other times of the year. However, it is evident there are more drivers on the road for longer periods during this high shopping season.

The following points are driving behaviors to avoid that can result in injury to you and other motorists, pedestrians, or even property.

- **Rushed Driving** is trying to make an appointment by speeding and/or violating driving laws when you are already late, including a holiday party just so you don't miss out on all the fun. Rushed driving can result in missing posted traffic signage, running red lights, or making



illegal turns to prevent being late. Unfortunately, such behaviors put the driver and others at greater risk of injury or even death.

- **Fatigued Driving** is operating a motor vehicle when the body is tired and/or drowsy. Actions by such motorists affect everyone around them. Like alcohol, sleepiness slows reaction time, decreases awareness, impairs judgment and increases your risk of crashing.
- **Impaired Driving** or Driving Under the Influence (DUI) is definitely prohibited under any circumstance. Avoid drivers that swerve uncontrollably, drive high speeds unnecessarily, and drive aggressively. When celebrating at events with alcohol such as New Year 's Eve parties, designate a sober driver so everyone can return home safely.
- **Distracted Driving** involves the use of cell phones, texting, eating, reading, grooming, applying make-up, or other activities that take the driver's attention away (even for brief moments) from focusing solely on driving. In 2013, **3,154** people were **killed** in motor vehicle crashes involving distracted drivers, while approximately **424,000** people were **injured**. Such staggering numbers should be enough for each of us to **PLEDGE NOT TO DRIVE DISTRACTED** this holiday season and every day.

All in all, be safe this holiday season and make a personal commitment to take measures to avoid dangerous driving behaviors that can permanently affect you as the driver and others. **The life you save could be your own!**