



FOR IMMEDIATE RELEASE

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Brain Injury Alliance of New Jersey

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MEDIA ADVISORY

Safety Leaders to Hold “Share The Road” Press Conference
Motorcycle Safety Awareness Month

Partners from around the state are coming together during Motorcycle Safety Awareness Month to speak to the importance of motorists and motorcyclists sharing the road. Shoreline Harley-Davidson will be bringing a motorcycle simulator for participants. A \$250 cash prize will be awarded to one of the attendees who pledges to “share the road” at the event.

What: Share The Road Press Conference

Who: New Jersey Division of Highway Traffic Safety, Brain Injury Alliance of New Jersey, AAA, New Jersey State Police, Rider Insurance, Shoreline Harley-Davidson

When: Monday, May 16, 2016, 12-2PM

Where: Monmouth University
Pozycki Hall
400 Cedar Lane
West Long Branch, NJ

Why: May is Motorcycle Safety Awareness Month. In New Jersey approximately 2,500 crashes involving motorcycles occur each year. The Brain Injury Alliance of New Jersey’s Motorcycle Coalition is hosting a “Share The Road” press conference to highlight the precautions drivers and riders need to take to ensure everyone’s safety on the roads.

For more information please contact Wendy Berk at 732-745-0200 or wberk@bianj.org.