FOR IMMEDIATE RELEASE
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BIANJ partners with statewide safety leaders

Partners join to campaign for safer New Jersey roadways for motorists and motorcyclists.

North Brunswick, NJ—The Brain Injury Alliance of New Jersey (BIANJ) and New Jersey Division of Highway Traffic Safety (NJDHTS) hosted a Share The Road event at Monmouth University on Monday, May 16, 2016 in recognition of Motorcycle Safety Awareness Month. Partners throughout the state of New Jersey spoke to the importance of motorists and motorcyclists sharing the road. Safety leaders who stood alongside BIANJ and NJDHTS included Rider Insurance, AAA, New Jersey State Police, New Jersey Police Traffic Officers Association (NJPTOA), Long Branch Police and Shoreline Harley-Davidson. Motorcycle riders and members of the community also attended in support of this important message.

In New Jersey approximately 2,500 crashes involving motorcycles occur each year. “Safety is a shared responsibility,” said Tracy Noble, AAA Mid-Atlantic. “Allow a motorcyclist the same rights as everyone else on the road, so that they can be as safe as you are.” Tim Franco, NJPTOA, added “Motorcycles tend to move faster than vehicles, and take more conscious effort to stop in tough driving conditions and can be pulled if hitting a pothole or dip in the roadway.”

Suzanne O’Hearn from NJDHTS addressed motorcycle rider concerns, “Riders, please follow through on your licensing requirements. There are so many resources available to teach you the best way to ensure your safety.” Distracted driving is also a contributing factor to the high rates of motorcycle crashes in New Jersey. “When you see a motorcycle rider, try to keep them in your line of sight,” said BIANJ’s Wendy Berk, “We can all have a safe and happy summer if we remember to respect each other on the road.”

The event highlighted precautions that both motorists and motorcyclists can take to prevent motorcycle crashes. Nicole Regna from Rider Insurance says, “Take your time, allow the same amount of space for a motorcycle that you would another vehicle, and look twice to save a life.”

Visit www.njsmartdrivers.org/pledge2win to affirm your commitment to share the road and be eligible to win cash prizes during any of our promotions throughout the year.

To learn more about motorcycle safety and enter for contest giveaways please visit www.njsmartdrivers.org.
About BIANJ
Established in 1981, the Brain Injury Alliance of New Jersey is a statewide nonprofit organization that services more than 10,000 individuals annually through its family support, advocacy, and education and prevention programs. Over the last 30 years, BIANJ has brought together people with brain injury, their families and friends, and concerned allied health professionals to improve the quality of life people experience after brain injury. For more information, please visit www.bianj.org

About NJDHTS
The mission of the Division of Highway Traffic Safety is the Safe Passage of all roadway users in New Jersey as we move toward zero fatalities. To achieve our mission, the Division promotes statewide traffic safety programs through education, engineering and enforcement activities.