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City of Wylie
Public Information Office

PRESS RELEASE

For Immediate Release

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Safe Driving Educational Materials Distributed

Wylie, TX, July 07, 2010 – More than 1,500 back packs, key chains, pens and pencils imprinted with safe driving messages were distributed by the Wylie Police Department and Citizens Police Academy Alumni during Wylie’s Independence Day Celebration, Saturday, July 3. The educational materials, provided by TxDOT through the STEP Program (Selective Traffic Enforcement Program), promoted seat belt safety and raised awareness of the dangers of driving while intoxicated and speeding.

“Education is the first step in reducing traffic fatalities and serious injuries,” says Wylie Police Officer Angie Willis. “Kids and adults will always stop for a back pack, pen or pencil, giving us the opportunity to talk face to face about high risk and illegal driving activities.”

STEPs are grants provided by TxDOT to local law enforcement agencies enabling them to educate the public and put more officers on the street to address areas that contribute to high fatality rates in vehicle crashes. The Texas Department of Public Safety (TxDPS), the law enforcement community, training agencies, associations, prosecutors, the judiciary and TxDOT work together to decrease crashes, fatalities, and injuries. To achieve this goal, the program combines a concerted local and statewide media campaign with additional law enforcement activities to reinforce the message.

For more information please contact Lt. Mike Atkison, 972-442-8183 or mike.atkison@wylietexas.gov.

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Incorporated in 1887, the City of Wylie is located just 24 miles from downtown Dallas in Collin, Dallas and Rockwall Counties. Possessing an outstanding school district, a low crime rate, an ISO #1 rating and an expanding business climate, Wylie (population 35,400) is one of the fastest growing communities in the State of Texas with a 134% increase since 2000.