



**IMMEDIATE RELEASE**

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## **DOT LAUNCHES “LOOK” AD CAMPAIGN TO ENHANCE STREET SAFETY**

*Citywide campaign gets out the message that “A cyclist’s best protection is our attention.”*

The New York City Department of Transportation (DOT) today announced the launch of the new LOOK campaign, a dramatic, multi-platform public-service announcement which is already being seen by millions citywide on television networks and on posters at subway stations and other outdoor advertising locations. Designed to highlight bike and motorist safety, the stark ads compare an injured cyclist to an accident-damaged car, demonstrating just how dangerous a vehicle-bicycle collision can be. The broadcast and print ads, which can be viewed at [www.nyc.gov/html/look/html/pr/press\\_room\\_text.shtml](http://www.nyc.gov/html/look/html/pr/press_room_text.shtml), run until the end of June, and conclude with the tagline, “A cyclist’s best protection is our attention.” For bicyclists, this means obeying traffic laws and riding with traffic. For motorists, it means taking an extra look over the shoulder or in the rear-view mirror to check for bicyclists before opening the car door or making a turn. The program was created through the New York City Bicycle Safety Coalition, made up of the DOT, the NYC Department of Health and Mental Hygiene, the New York Police Department, the Taxi and Limousine Commission, the Public Advocate’s Office, Transportation Alternatives, the Five Borough Bike Club, the New York City Bicycle Messenger’s Association and NY State AAA.

“We are doing everything we can to engineer safer streets, but we need to do even more to reach motorists behind the wheel, which this campaign does in a dramatic way,” said Janette Sadik-Khan, DOT Commissioner. “Last year, some 3,000 bicyclists were injured in car accidents citywide, and too many of these accidents occurred because drivers and riders simply weren’t paying attention. While the number of bicycle injuries continues to fall, there’s still no substitute for simple awareness and attention on the road.”

The marketing campaign was part of pro-bono work completed by the advertising agency Publicis, with television segments produced and filmed by NYCTV. The campaign consists of major television network and internet ads, outdoor advertising on “urban panels” near subways and on DOT’s bike shelters, public relations outreach and social media such as videos on YouTube, potentially reaching millions of people. To target motorists, DOT is partnering with the Department of Finance and the DMV to insert safety information into over 800,000 direct mail pieces for homeowners and New York City driver’s license renewals.

For more information, visit [www.looknyc.org](http://www.looknyc.org).

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