



29 Elk Street  
Albany, NY 12207  
518-434-1583  
www.ptny.org

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
**June 6, 2007**

**Contact: Frances Gotcsik**  
**(518) 434-1583/fgotcsik@ptny.org**

### **Parks & Trails New York launches road and trail intersection safety campaign**

*“Stop, Watch Walk!”* campaign promotes safe and responsible behavior of trail users and motorists

With an increased emphasis on the benefits of physical activity, more and more people are using trails. Because many of those trails cross local and state highways, Parks & Trails New York, a statewide nonprofit trails and parks advocacy organization, in conjunction with the New York State Canal Corporation, is launching its *“Stop, Watch Walk!”* safety education campaign. The campaign promotes the safe and responsible behavior of trail users and motorists at road and trail intersections.

“Collisions between trail users and motorists are not accidents. They’re crashes that can be prevented. By enjoying a trail responsibly, you can make an important contribution to the safety of other trail users. As a motorist, being alert and watching for trail intersections can help save lives in your community. With this campaign, we want ensure motorists and trail users are aware of each other and that everyone understands the applicable laws.” said Fran Gotcsik, Parks & Trails New York Director of Programs and Policy.

The *“Stop, Watch, Walk!”* campaign has two main messages:

- For trail users: Stop at road and trail intersections. Dismount if you are a cyclist. Watch for cars, even if you are in a striped crosswalk. Make sure drivers see you before walking across.
- For motorists –Watch for trail users when approaching an intersection. The law requires you to yield to a pedestrian or dismounted cyclist within the crosswalk.

Parks & Trails New York will use news releases, colorful information cards, articles in trail organization newsletters, and televised PSAs to deliver its message to the 14 counties along the Erie Canalway Trail. The Canalway Trail was chosen because of its high visibility, public recognition, and relatively large volume of trail traffic

“We’re especially excited about our “*I Saw the Sign*” Public Service Announcement (PSA) as it was prepared by high school seniors Mylika Pritchett, Brittany McCray, and Dan DeWolf at the Lyons Junior and Senior High School in response to our PSA contest. The contest was open to the 275 schools in the 14 counties that border the Erie Canal. We felt a contest would give students the opportunity to have their work presented in the real world and help deliver the messages of road and trail intersection safety to young people, especially new drivers,” commented Parks & Trails New York’s Project Director Martin Daley.

The Lyons school will receive a \$500 prize and the students’ PSA will be aired on television stations in major media markets in Canalway Trail communities.

The public education campaign is part of Parks & Trails New York’s ongoing study of road and trail intersection safety that resulted in the 2006 publication of [Road and Trail Intersection Safety: An examination of present practice, recommendations for future actions](#). The work is funded in part by the National Highway Traffic Safety Administration with a grant from the New York Governor's Traffic Safety Committee.

Parks & Trails New York is the only organization working statewide to expand, protect, and promote a network of trails, greenways, and open spaces for the use and enjoyment of all. More information on the “*Stop, Watch Walk!*” campaign can be found at the Parks & Trails New York website, [www.ptny.org](http://www.ptny.org) or by calling 518-434-1583.

,