



World Premiere Friday, March 4 6pm KIMO Theater Albuquerque
Broadcast dates and times:

March 11 8 pm KRQE (CBS) 13, **March 19** 9pm KASY 50 (MYN)

April 3 1pm KWBQ 19 (CW), **April 10** 2pm KASA 2 (FOX)

April 15 7pm KNME 5 (PBS), **April 16** 4pm KWBQ 19 (CW),

April 17 noon KRWG 22 (PBS), 12:30 KENW 3 (PBS), 3pm KASY 50 (MYN)

May 14 12pm KRQE 13 (CBS), **May 22** 2pm KASA 2 (FOX)

THE PROJECT

When bicyclists, motorcyclist or pedestrians are involved in a crash with automobiles, the damage to humans is significant and many times, fatal. Unfortunately, many people tend to be unfamiliar with the rules of sharing the roadways. When alcohol is in the mix, traveling in any mode is extremely dangerous. This campaign utilizes a variety of media and video tools to reach cyclists, pedestrians, motorcyclists and especially motorists to emphasize how to safely share our roadways.

Through experts and real stories that have affected families, friends and communities, we see how **visibility and predictability** of motorists, motorcyclists, bicyclists and pedestrians can eliminate tragic outcomes and help us all be safer in getting to our destinations.

In addition to a **half hour documentary**, the project will include an **additional half hour television special** discussion program, **several short videos** and **PSA's** and a **curriculum guide**.

Produced by Emmy © Award winning, Christopher Productions, LLC in association with SafeTeen New Mexico; sponsors for the program include NM Dept. of Transportation, Bernalillo County Substance Abuse Prevention Programs, City of Albuquerque, State Farm Insurance and Bike ABQ.

LIKE US ON FACEBOOK: NMBikePedSafety visit the website at www.NMBikePedSafety.info

Nmbikepedsfafety.info

www.SafeTeenNM.org

www.ChristopherProductions.org