San Francisco Hosts First
World Day of Remembrance for Road Traffic Victims
Families, Community Members and City Leaders Call for a Change to Save Lives

WHAT: Since 2005, the United Nations has designated the third Sunday in November as World Day of Remembrance for Road Traffic Victims. This global event honors the millions who have suffered needlessly from traffic violence — losing their lives, limbs, or livelihoods.

On Sunday, November 15, 2015, Walk San Francisco and the Vision Zero Coalition will host the first World Day of Remembrance memorial in San Francisco, joining other large U.S. cities and the Vision Zero Network. Hundreds of family members of victims, crash survivors, community members, and city leaders will honor Bay Area victims of traffic violence during a walk and vigil along Market Street. The walk will be followed by a press conference featuring family members and survivors sharing their stories of loss, public officials highlighting steps the City is taking to meet its Vision Zero commitments, and Walk SF announcing a new campaign to address the leading cause of crashes in San Francisco: speed.

WHO: Family members whose loved ones were seriously injured or killed in traffic crashes
Survivors of traffic crashes
California Assemblymember, David Chiu
District 7 Supervisor & crash survivor, Norman Yee
District 1 Supervisor, Eric Mar
District 6 Supervisor, Jane Kim
District 8 Supervisor, Scott Weiner
SF Municipal Transportation Agency Director, Ed Reiskin
SFPD Traffic Commander Ann Mannix
Office of the Mayor Vision Zero Lead, Ben Matranga
Walk San Francisco Executive Director, Nicole Ferrara
Members of the Vision Zero Coalition
Community members

WHEN: Sunday, November 15, 2015, 4:00 PM – 5:30 PM

WHERE: 
4:00 PM: Victims, community members, and city leaders gather at UN Plaza
4:15 PM: Participants walk along Market Street, from UN Plaza to Montgomery Street
5:00 PM: Press conference featuring family members, city leaders, and community advocates on Market Street at Montgomery Street, plaza at northwest side of intersection (in front of McKesson building)

VISUALS: A candlelit procession of hundreds of family members, victims, community advocates, and city leaders wearing white and walking along Market Street. Family members of victims of traffic violence holding candles, surrounding a memorial of ribbons, photos, flowers, and tokens of remembrance of lost and injured loved ones.
Walk San Francisco and the Vision Zero Coalition’s thoughts are with all the families and friends who are mourning loved ones who have been seriously injured or killed in preventable traffic crashes.

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Walk San Francisco and its members are making San Francisco a safe, more walkable city and reclaiming streets as shared public space for everyone to enjoy. [www.WalkSF.org](http://www.WalkSF.org)

**Vision Zero – Zero traffic deaths and serious injuries by 2024.** No loss of life on city roadways is acceptable when serious and fatal traffic collisions can be prevented. By engineering inherently safer streets, enforcing traffic laws more effectively, and targeting traffic-safety education, cities that adopt Vision Zero policies can eliminate ALL serious and fatal traffic-related injuries, including motorist, bicyclist, and pedestrian collisions.

**Vision Zero Coalition:** Alamo Square Neighborhood Association, California Walks, CC Puede, Central City SRO Collaborative, Chinatown Community Development Center, Chinatown TRIP, College Hill Neighborhood Association, Community Housing Partnership, Council of Community Housing Organizations, Excelsior Action Group, FDR Democratic Club of San Francisco, Folks for Polk, Friends of Monterey Blvd., Hayes Valley Neighborhood Association, Independent Living Resource Center of San Francisco, Livable City, Mission Community Market, Mission Economic Development Association, North of Panhandle Neighborhood Association, OWL SF, PODER, Safe Routes to School National Partnership (Northern CA region), San Francisco Bicycle Coalition, San Francisco Transit Riders (SFTRU), Senior and Disability Action, sf.citi, SF Bay Walks, SF Housing Action Coalition, SF National Federation of Filipino American Associations, SOMCAN, South Beach Mission Bay Merchants Association, South Beach | Rincon | Mission Bay Neighborhood Association, SPUR, Sunday Streets, Tenderloin Housing Clinic, Tenderloin Neighborhood Development Corporation, TODCO, United Playaz, Walk San Francisco, Yerba Buena Alliance, Vision Zero Network

**The World Day of Remembrance for Road Traffic Victims** is commemorated on the third Sunday of November each year – to remember the many millions killed and injured on the world’s roads, together with their families, friends, and many others who are also affected. This special Remembrance Day is therefore intended to respond to the great need of road crash victims for public recognition of their loss and suffering. It has also become an important tool for governments and those who work to prevent crashes or respond to the aftermath, as it offers the opportunity to demonstrate the enormous scale and impact of road death and injury and the urgent need for action.

#WDR2015
#VisionZero
#CrashNotAccident