Families lead Community Members and City and State Leaders in March to Demand Justice on Bay Area Streets
On World Day of Remembrance for Road Traffic Victims

WHAT: On Sunday, November 20, 2016, a newly formed group of family members, who have lost loved ones or who have been severely injured in traffic crashes, will officially launch at San Francisco’s second annual World Day of Remembrance for Road Traffic Victims. The event will include a memorial walk and vigil as part of a global event that honors the millions who have suffered needlessly from traffic violence — losing their lives, limbs, or livelihoods.

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 through several SF neighborhoods. The walk will be followed by a press conference featuring family members and survivors sharing their stories of loss and their call to action for justice, and public officials speaking in support of the strongest safety improvements available to meet the City’s Vision Zero commitments.

WHO: Members of a newly formed advocacy group of family members whose loved ones were seriously injured or killed in traffic crashes, and survivors of traffic crashes, speaking in English, Spanish and Cantonese
California Assemblymember, David Chiu
District 1 Supervisor, Eric Mar
Zuckerberg SF General Trauma Surgeon and Professor of Surgery at UCSF, Dr. Rochelle Dicker
City staff and leaders
Walk San Francisco Executive Director, Nicole Ferrara
Members of the Vision Zero Coalition
Community members

WHEN: Sunday, November 20, 2016, 3:30 PM – 5:30 PM, rain or shine

WHERE: 3:30 PM: Victims, community members, and city leaders gather at 16th Street BART
3:45 PM – 5:00 PM: Participants walk through various SF Neighborhoods to San Francisco City Hall
5:00 PM: Press conference featuring family members, city leaders, and community advocates at San Francisco City Hall, Polk Street Steps
Map of walk route on the following page

VISUALS: A procession of hundreds of family members, victims, community advocates, and city leaders wearing yellow, carrying yellow flowers, bearing images of loved ones lost to traffic crashes, and walking together through diverse San Francisco communities. A candlelit vigil press conference at City Hall with family members of victims of traffic violence.

Walk San Francisco’s thoughts are with all the families and friends who are mourning those 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

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.

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.

#WDR2016
#SafetyNotSpeed
#CrashNotAccident