

# Transportation ALTERNATIVES

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For Immediate Release:  
September 18, 2007

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## City and Advocates Unite Over Bike Safety Tragic death leads to safety campaign aimed at bicyclists and drivers

Transportation Alternatives is proud to be part of New York City's first citywide education campaign targeting cyclists and motorists, which will be officially launched later today. Developed pro bono by international advertising agency Publicis in the West (Seattle) and installed by the City of New York, the ads on bus shelters, buses, taxi tops and phone kiosks will urge drivers and cyclists to "Look" for one another and to share the road.

The citywide awareness campaign was sparked by the tragic death of Liz Byrne, a city cyclist who was struck and killed by a truck in September 2005. Liz was a longtime NYC bike rider and freelancer who worked with Publicis' NYC office. Her tragic death motivated her sister and colleagues from Publicis to contact Transportation Alternatives in October 2005 and offer their pro bono services on a massive safety and education campaign. At the same time, the newly released *Bike Safety Action Plan*, authored by Transportation Alternatives and the NYC Bicycle Coalition, called for several strong initiatives to improve city cycling and demanded the City:

"With guidance from experienced street safety advocates, develop and implement a **Public Awareness Campaign** to curb dangerous driving and educate drivers about cyclists' rights to the streets."

"The 'Look' campaign would not have been possible without the family and friends of Liz Byrne. Thank you," says Paul Steely White, Executive Director of Transportation Alternatives. "Thanks to the dedication of Liz's family and friends, these powerful images will instill everyone with a simple message: look out for one another."

"Look" represents a collaboration between T.A., the New York City Bicycle Coalition, the City Departments of Transportation, Health and Police, the NYC Taxi and Limousine Commission and the Office of the Public Advocate.

T.A. and the NYC Bicycle Coalition continue to press the City to implement the entire *Bike Safety Action Plan*, including more aggressive enforcement of illegal driving and developing stronger bike lane designs.

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