

For organisations:

Media release from [Your organisation name]

For immediate release

Contact [name], [title], [organisation] [phone] or [email]

**[Insert name of organisation] in [city/town/village] are taking part in Road Safety Week with Brake, the road safety charity**

- [insert name of organisation] join more than 3,400 schools and organisations across the UK taking part in Road Safety Week with Brake from 17-23 November 2024
- [insert name of organisation] will be [add details of what you are doing here – e.g. a fundraising or campaigning event to raise awareness of the devastating impact of road crashes on everyone involved]
- 1,695 people died on UK roads in 2023 and 28,967 were seriously injured<sup>1,2</sup> – road deaths and serious injuries show no significant signs of reduction
- For local road casualty statistics please contact [news@brake.org.uk](mailto:news@brake.org.uk)

Staff at [insert name of organisation] will join millions of people across the UK learning about the impact of road crashes and celebrating the work of people who support after a road crash, during this year's Road Safety Week.

Organised by Brake, the road safety charity, Road Safety Week 2024 runs from 17–23 November, beginning with the World Day of Remembrance for Road Traffic Victims on Sunday 17 November.

[Name of organisation] will use free resources provided by Brake to take part in the campaign. The team will be taking part in [event details] at [location] on [date and time].

[Name of organisation] will also participate in fundraising, taking on the Brake 5 Challenge by [details of what you are doing] on [date] at [location]. All money raised will support Brake's work campaigning to end road death and harm and supporting families bereaved and seriously injured in road crashes.

To find out more, sign up and take part, go to [www.brake.org.uk/road-safety-week](http://www.brake.org.uk/road-safety-week).

Road Safety Week is delivered by Brake, the road safety charity, and sponsored by Autoglass.

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## Notes to Editors

### References

1. Department for Transport (2024) Reported road casualties Great Britain, [annual report: 2023](#) and [supporting data sets](#).

2. Police Service of Northern Ireland (2024) [Road traffic collision statistics](#).

For local road casualty statistics please contact [news@brake.org.uk](mailto:news@brake.org.uk)

### About Brake, the road safety charity

Brake is a national road safety charity, founded in 1995, that exists to stop deaths, serious injuries and pollution on roads, and to care for families bereaved and injured in road crashes.

Brake campaigns for safe and healthy roads through seeking government policies and investment to end the carnage, and through projects that help communities, schools and employers promote safe and pollution-free streets locally. Brake delivers Road Safety Week, the UK's biggest road safety campaign.

Brake is the national provider of care and support to victims of road crashes and their families through the [National Road Victim Service](#), helping families cope with the shock, turmoil and devastation that road crashes cause families across the UK every day.

[www.brake.org.uk](http://www.brake.org.uk)

### Preferred language use

Words are important and using the wrong word, intentionally or unintentionally, can cause distress or harm, specifically when describing traumatic events. We ask you to consider the following language principles when reporting stories related to road crashes:

- Please do not use 'accident' in relation to road crashes. Please use 'crash' or 'collision'. This is because road crashes are not accidents and are highly preventable. E.g. a car crashing because the driver has drunk a considerable amount of alcohol is not an accident.
- Please use 'road deaths' rather than fatalities. 'Casualties' is also an acceptable term when referring to deaths and serious injuries although this may be less impactful.
- Where possible please use 'people who walk or cycle' or 'people who walk and ride' rather than 'cyclists', 'pedestrians' etc. This is because it is very rare for people to only use one form of transport. Many people will drive, cycle, walk, ride and therefore should not be segregated into seemingly opposing group.

### About Autoglass®

Autoglass® is the UK's leading specialist for vehicle glass repair, replacement, and recalibration (VGRRR) services, with unrivalled expertise in Advanced Driver Assistance Systems (ADAS). With an extensive nationwide network of over 1,000 skilled technicians, we take pride in providing world-class service to motorists across the country. Autoglass® exists to make a difference with real care - by providing exceptional customer service at every touch point, being an ambassador for road safety, and a thought leader in the sector, we've become one of the UK's most trusted service brands. Autoglass® partners with leading insurance, fleet, and lease companies, spanning a broad spectrum of industries, and our tailored glass repair, replacement, and recalibration services cater to the unique needs of each client, providing their customers with reliable and efficient experiences.

[www.autoglass.co.uk](http://www.autoglass.co.uk)