

FOR IMMEDIATE RELEASE

Road to Safety: June 6th is Secure Your Load Day

Seattle, Washington, May 28, 2023----thanks to all of you who have supported and shared this safety message nationwide. It is because of all of your efforts that the 'National Highway Transportation Safety Administration' joined in the 'Secure Your Load' safety campaign, providing resource materials on their website: <https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/secure-your-load>. NHTSA said, "Secure Your Load has gotten good traction nationwide"; that is a direct compliment to all of you who have participated in this safety campaign. THANK YOU!!!!

This year, Robin was fortunate to mentor "Arsh," a high school senior, as a safety intern for his senior project. Together, they modified www.secureyourload.com to include safety campaign materials that can be downloaded. Additionally, they worked to create an official Twitter account for "Secure Your Load", linked here: <https://twitter.com/SecureYourLoad>. This partnership gave Robin a fresh perspective on how much has been accomplished over the last 19 years.

With federal funding from the 'Infrastructure Investment and Jobs Act', more states are adding 'Secure Your Load Day' to their Highway Safety Plan, making it a daily priority to educate all drivers on the importance of good load securement. As most of you know, there exists load securement training for commercial drivers but little if any training for non-commercial drivers (the general public.)

Partnerships... just take a look at the Alabama and Georgia news segments. Way to go!

The 'Alabama Law Enforcement Agency' is teaming up with 'People Against a Littered State' (PALS). This partnership is designed to educate citizens and visitors in order to save lives, prevent damage and keep Alabama beautiful; acknowledging proper load securement is key. <https://www.alabamaneews.net/2023/03/14/alea-pals-join-forces-in-new-statewide-anti-litter-campaign/>

'Georgia-Dalton-Whitfield Solid Waste Authority' started a Secure Your Load program. https://www.dailycitizen.news/news/local_news/waste-authority-launching-campaign-to-decrease-litter-from-unsecured-loads/article_8deafe36-af04-11ed-829b-8ff4b0220edb.html

Ask yourself, "What can I do?", share this safety message with family and friends, and most of all, be proactive. Speak up. It is not easy, and it may feel awkward but by speaking up you may just save someone's life. SECURE YOUR LOAD.

On June 6th, in honor of those whose lives have been impacted or taken by unsecured loads and road debris, and in an effort to make load securement a standard practice, Robin Abel urges everyone to share this traffic safety message:

"We put on our seatbelts and fasten our children in car seats, so why is it that we think it is OK to leave anything loose in the bed of our trucks and risk endangering others on the road? "

"Secure Your Load, as if everyone you love is driving in the car behind you."

- Robin Abel, Founder of Secure Your Load