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**Pace Car Media Advisory Template**

Media Advisory: [Name of community] launches Pace Car program [Date]

**[Town, Province], [Date] –** Media are invited to attend the **[Date**] launch event of the Pace Car program in **[Community Name], at [event details: location and time].**

(Name of community) are asking community members to sign up to be “Pace Car drivers”, who drive respectfully and within the speed limits, acting as mobile speed bumps. The Pace Car program focuses on raising awareness around speed reduction in the community, especially in school zones and pedestrian-dense areas.  Pace Car is part of Parachute’s child-pedestrian safety program, *Walk This Way*, which is proudly sponsored by FedEx Express.

Participants will sign the Pace Car Supporters Pledge and display the official Pace Car emblems on their cars. Many Pace Cars work to calm traffic throughout a neighbourhood – the more people who participate, the better it works!

Who:

**[list community member names, community organization]**

Where and When:

**[list event details media need to know]**

More information:

[www.parachute.ca](http://www.parachute.ca) **[add your website if you would like]**