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Your City, State Zip Code  
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Date

TV, Radio Station or Newspaper  
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Dear News Director;

The month of May has been declared "Motorcycle Safety and Awareness Month" in our state by a Certificate of Proclamation through Governor Rick Snyder. This concept is also supported in the Michigan Legislature by a Senate Resolution offered by State Senator Rick Jones and others. It is also being promoted by various state governmental agencies concerned with traffic safety. The idea of this annual campaign is to increase the awareness of all motorists, that motorcycles are returning to the states roadways, while promoting safe driving techniques among all motor vehicles and their operators.

There will be one kick off press conferences for this safety awareness campaign with Secretary of State Ruth Johnson. The first event will be held in Waterford, Michigan on Tuesday May 2, 2017 at ABC Harley Davidson. The second event will be held in Flint, Michigan on Tuesday May 9, 2017 at Vehicle City Harley Davidson. Details of these events are available through the Michigan Department of State, Office of Communications. In the interest of public safety, it would be greatly appreciated if you would consider providing some type of news coverage for this month long campaign. Traffic safety is a concern of all the citizens of this state, and motorcycles are a single vehicle in the overall transportation mix.

I have attached copies of the Certificate of Proclamation and Legislative Resolution, along with some suggestions for both motor vehicle operators and motorcyclists. Also included are some possible Public Service Announcements that could be aired in an effort to make our state's streets and highways safer. Additional information on this traffic safety campaign may be obtained from our web site at [www.michigan-motorcycle-awareness.org](http://www.michigan-motorcycle-awareness.org). Should you have additional questions please do not hesitate to contact me.

Sincerely,