



## **For Immediate Release**

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# **IT'S DEADLY AND DUMB TO CHALLENGE A TRAIN THE POWER OF YOUR WORDS COULD HELP SAVE A LIFE**

**Columbus**—January 25, 2012, is the kick off date for Ohio residents to take a challenge writing a thirty-second railroad radio safety script. Shel Senek, State Coordinator for Ohio Operation Lifesaver a national non-profit public safety education organization is sponsoring a special challenge with a goal to prevent needless tragedies at railroad crossings and along the railroad rights-of-way.

Anyone interested in taking this challenge should log onto [www.deadlyordumb.com](http://www.deadlyordumb.com). The person writing the winning safety script not only has the opportunity to save a life, but receives \$500.00, two roundtrip coach Amtrak tickets from any Ohio Amtrak stop to their choice of Washington DC, New York City or Chicago, and have the opportunity to record and air their safety script at a participating ClearChannel or ONN radio station.

Senek said “Ohio Ranks 7<sup>th</sup> nationally in grade crossing collisions, 8<sup>th</sup> nationally in trespass incidents with trains and railroad property.” “Ohio is a crossroad for train traffic as we rank 4<sup>th</sup> in the nation for the number of railroad cars handled,” said Senek.

Trespassing on railroad property is an enormous concern in Ohio. Incidents with trespassers and trains outpace incidents with motor vehicle drivers and trains. Columbus area leads Ohio followed by Cleveland, Cincinnati, Dayton, Toledo and Akron. People choosing to use the tracks don't understand they are on private property. It's akin to someone coming into your home uninvited. Being on railroad property is illegal and persons are subject to arrest.

Every three hours in the USA, either a driver or pedestrian is struck by a train. Senek said, “the only way to change this brutal statistic is to persuade drivers and pedestrians to make safe choices when it involves trains and tracks.” “The railroad radio safety script,” Senek said, “challenges you to think about the power of your words and how you might just save a life.”

*Note to editors: contact Shel Senek, Ohio Operation Lifesaver State Coordinator at 614-771-3071 for more detailed statistics statewide and in your locale.*