**Local communities invited to attend [INSERT TOWN OR COUNTY] service to mark World Day of Remembrance for Road Traffic Victims**

**FOR IMMEDIATE RELEASE: [DATE]**

Communities from across [INSERT TOWN OR COUNTY] are invited to attend a special service on Sunday, November 17, 2024, to mark World Day of Remembrance for Road Traffic Victims.

This day is a global opportunity to honour the millions of people who have been killed or seriously injured in road crashes, and to support the families and communities left to cope with the aftermath.

The service, which will be held at [INSERT VENUE] from [INSERT TIME], will feature powerful tributes from [ADD IN DETAILS OF WHO WILL SPEAK AND OTHER KEY DETAILS].

Created in 1993 by Brigitte Chaudhry, the founder of RoadPeace, World Day of Remembrance is now observed in countries around the world, providing an essential space for remembrance, reflection and advocacy for safer roads.

**Why World Day of Remembrance for Road Traffic Victims is so important**

* **In [INSERT FORCE AREA] in 2023 alone, [INSERT NUMBER OF PEOPLE KILLED IN YOUR AREA IN 2023]**
* **Since the first World Day of Remembrance in 1993, at least 36.8 million people have been killed in road traffic crashes worldwide**
* **Approximately 1.19 million people are killed each year due to road collisions, making road traffic injuries the leading cause of death for children and young adults aged 5–29 years**

Rebecca Morris, Head of Communications at RoadPeace, the national charity for road crash victims, said: “The event is not only a time to honour those killed and injured, but also to push for stronger efforts in preventing future tragedies. By attending the [INSERT AREA NAME] service or other events across the UK, communities can stand together in solidarity with bereaved families and help to raise awareness of the ongoing crisis on the world’s roads.

“The [INSERT AREA NAME] service promises to be a moving tribute to those who have been killed or injured on the roads, while highlighting the urgent need to achieve Vision Zero – eliminating deaths and serious injuries on our roads.”

**Event Details:**

* **Date**: Sunday, November 17, 2024
* **Time**: [INSERT]
* **Venue**: [INSERT]

For more information about World Day of Remembrance for Road Traffic Victims visit the [RoadPeace website](https://www.roadpeace.org/remembering-lives-lost/world-day-of-remembrance/).

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