

National Roundabouts Week Media Kit

The resources included in this media kit are intended as aids for state, local, and Tribal agencies to use as part of their National Roundabouts Week campaigns, and to also share with local stakeholders and media outlets for their use. This media kit should help both agency and media staff save time searching for materials and information, and developing or acquiring graphics and a/v products. Use of these media kit resources are at the sole discretion of the agency, organization, and/or individual.

The resources include:

- A “Roundabouts Save Lives” fact sheet for 2024 with links to additional noteworthy resources.
- A sample press release for NRW 2024 that should be tailored and customized as appropriate.
- Three graphics developed for use with social media posts featuring *#roundaboutsweek*:
 - A general “National Roundabouts Week 2024” graphic.
 - A “roundabouts reduce fatal and serious injury” graphic.
 - A “1-2-3 rules of the roundabout” graphic.
- A 30-second “roundabouts save lives” public service announcement audio clip.
- A generic, 2-minute long, b-roll video of roundabout footage from various U.S. locations.

For more information, including additional outreach and education resources about roundabouts, please visit the FHWA Roundabouts web page at <https://highways.dot.gov/safety/intersection-safety/intersection-types/roundabouts>.