

SAMPLE PRESS RELEASE FORMAT AND SAMPLE LANGUAGE

This press release template provides an example format and sample language to help individuals, agencies, and organizations seeking to express support for roundabouts during National Roundabouts Week and to raise awareness about this important intersection safety solution. Users of this example template are encouraged to customize the highlighted content with state, regional, or local facts, quotes, anecdotes, initiatives, etc. This press release template is provided as part of the Federal Highway Administration National Roundabouts Week media kit. This is neither an actual press release, nor form to fill in, but an example of how to take a national newsworthy item and link it local efforts and experience.

[Insert Organization's Logo]

FOR IMMEDIATE RELEASE

Media Contact:

[Name, Title]

[Organization]

[Phone]

[Email]

National Roundabouts Week: [Agency/Organization Name] joins the Federal Highway Administration to Raise Awareness About Roundabouts and their Benefits

National Roundabouts Week is recognized each year during the third week of September.

[DATELINE – MM/DD/YYYY] – This year, the Federal Highway Administration (FHWA) and its [Office of Safety](#) are once again applauding the work of state, local, and Tribal transportation agencies during National Roundabouts Week (September 16-20) for making intersections safer by installing roundabouts. Roundabouts are recognized as a [Safe System](#) solution that can save lives and help achieve the goals of the [National Roadway Safety Strategy](#).

“[Insert comment from local official here],” said [Insert official's name, title].

Circular in shape, a roundabout is a type of intersection that moves traffic in a counterclockwise direction around a center island. Its channelized, curved approaches force vehicles to slow down and yield to crossing pedestrians or bicyclists and traffic already in the circle.

This configuration results in a significant [78-82 percent reduction](#) of fatal and serious injuries at formerly signalized and two-way stop-controlled intersections. Other roundabout benefits include:

- Steady and efficient traffic flow
- Better intersection visibility
- Lower speeds for pedestrians and bicyclists

Over 10,000 roundabouts have been installed in cities and towns across the U.S.

[OPTIONAL: Despite their growing popularity, some drivers may be unfamiliar with navigating roundabouts. Here are supplemental resources to help.

- [Video: Rules of the Roundabout \[2:16\]](#)
- [Flyer: Rules of the Roundabout \]](#)

[OPTIONAL: More Resources

- [FHWA Roundabouts Webpage](#)
- [Roundabouts Public Service Announcement](#)
- [Roundabouts Overview Flyer \]](#)

For more information about roundabouts and National Roundabouts Week, visit the FHWA campaign page: <https://highways.dot.gov/safety/intersection-safety/nrw>. Stay in the conversation on social media by using #RoundaboutsWeek.

[Insert any social media links]

[Insert applicable organization boilerplate]

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