

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 (NRW) 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 audio-visual products. Use of these media kit resources are at the sole discretion of the agency, organization, or individual.

The resources include:

- A “Roundabouts Save Lives” fact sheet for 2025 with links to additional resources.
- A sample press release for NRW 2025 that should be tailored and customized as appropriate.
- Three graphics developed for use with social media posts featuring #RoundaboutsWeek:
 - A general “National Roundabouts Week 2025” graphic.
 - A “roundabouts reduce fatal and serious injury” graphic.
 - An “11,000+ roundabouts” graphic.
 - An “accommodates large vehicles” 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>.

Except for the statutes and regulations cited, the contents of this document do not have the force and effect of law and are not meant to bind the States or the public in any way. This document is intended only to provide information regarding existing requirements under the law or agency policies.