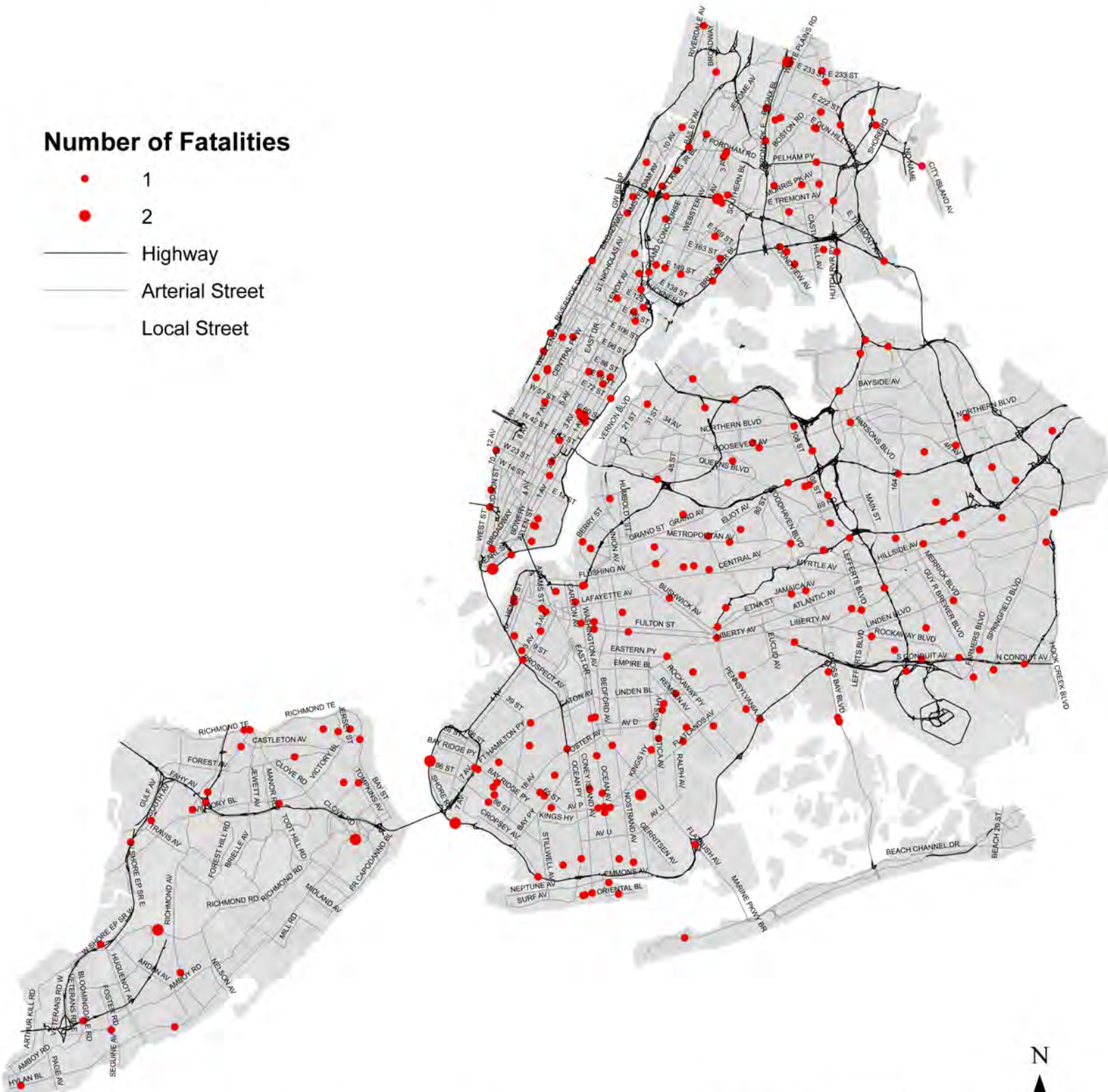


New York City Traffic Fatalities - 2010

Number of Fatalities

- 1
- 2
- Highway
- Arterial Street
- Local Street



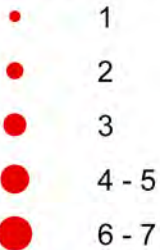
New York City Department of Transportation - January 2011

0 2.5 5 Miles



New York City Traffic Fatalities - 2001

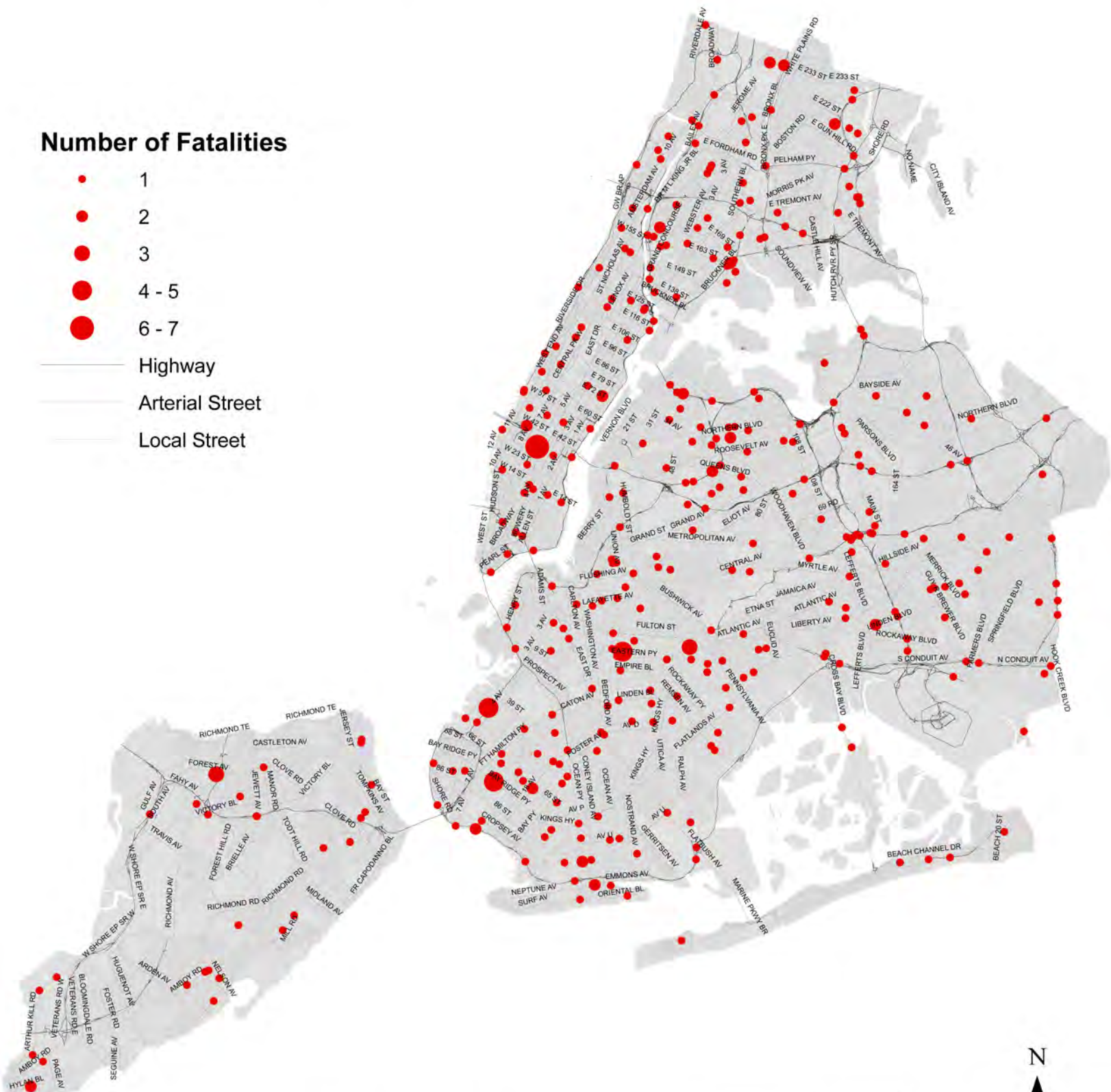
Number of Fatalities



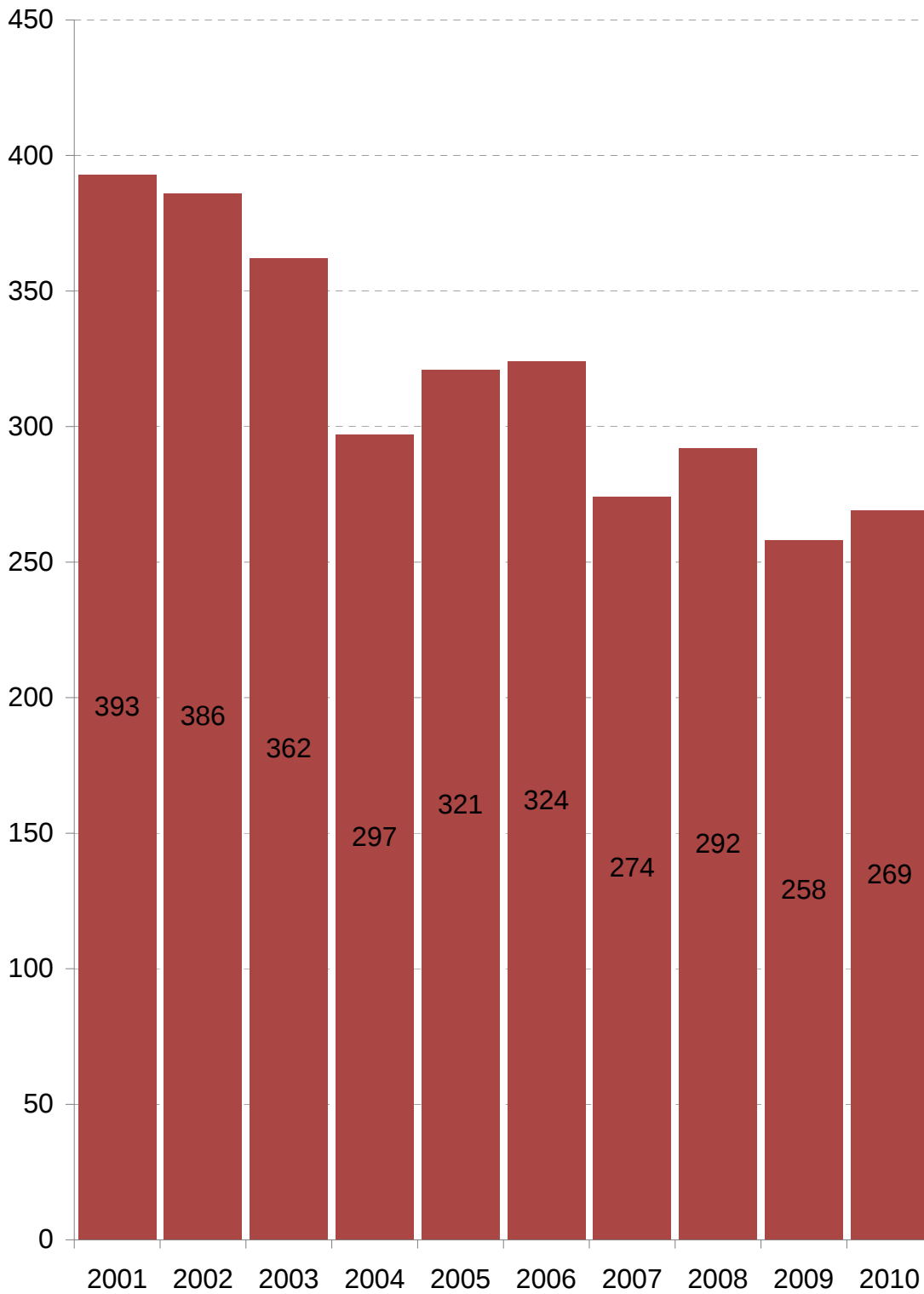
Highway

Arterial Street

Local Street



Traffic Fatalities in New York City: 2001-2010





Hit
at
40mph

there's a 70%
chance I'll die.

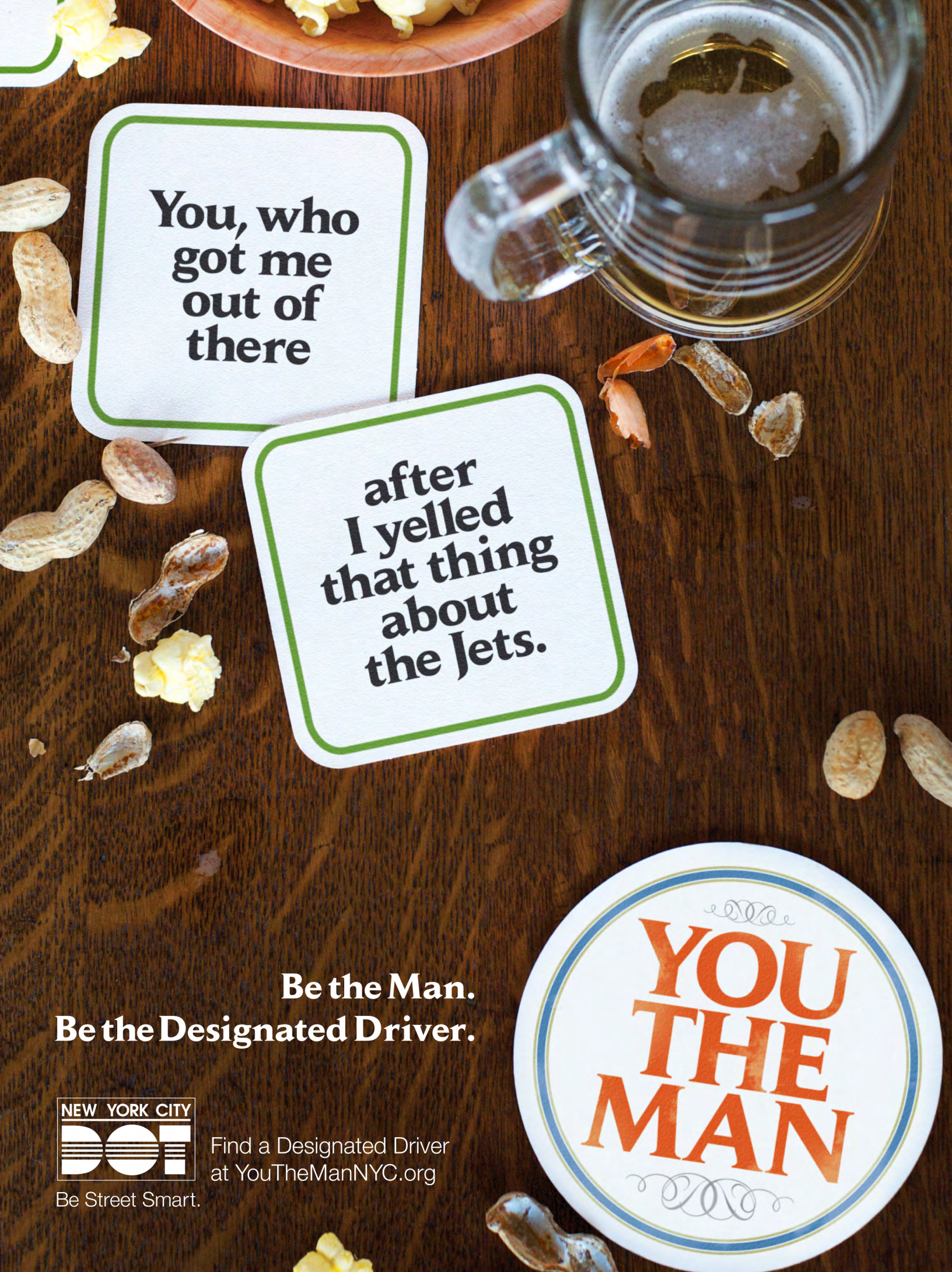
Hit
at
30mph

there's an 80%
chance I'll live.

That's why it's



*Approximate figures

A top-down view of a dark wooden table. In the upper right, a clear glass mug is partially filled with a golden beer topped with white foam. Scattered across the table are several peanuts, some in their shells and some shelled. Two square coasters with rounded corners and a green border are placed on the table. The coaster in the upper left has the text 'You, who got me out of there'. The coaster in the lower right has the text 'after I yelled that thing about the Jets.'.

**You, who
got me
out of
there**

**after
I yelled
that thing
about
the Jets.**

**Be the Man.
Be the Designated Driver.**



Be Street Smart.

Find a Designated Driver
at YouTheManNYC.org

A circular logo with a white background and a blue and gold border. The words 'YOU THE MAN' are written in a large, bold, orange serif font. Above the word 'YOU' and below the word 'MAN' are decorative, swirling flourishes in a light grey color.

**YOU
THE
MAN**