

PRESS RELEASE



**FOR MORE INFORMATION CONTACT:
Heinrich Deters, Trails Coordinator
435-615-5205**

ROAD RESPECT, CAR/BIKE SAFETY PROGRAM VISITS PARK CITY ON JUNE 14 *Parkites invited to join the ride from Kimball Junction to City Park*

Park City, Utah – June 6, 2011

A group of elite road cyclists, making their way through Utah from Cache County to Washington County as part of a multi-faceted educational program, “Road Respect: Car & Bike Rules to Live By,” will visit Summit County on June 14th, 2011 to help raise awareness about car and bicycle safety.

The Road Respect visit in Park City includes an opportunity for local cyclists to ride along with the core cycling group, followed by a “Road Respect Rally,” featuring fun activities aimed at informing drivers and cyclists about safety on the road. The goal of the program is to increase awareness about the rules of the road pertaining to bicycling and to build respect between the two groups.

The Road Respect events in Park City begin at 11:30am on June 14th with a bicycle ride. Local cyclists are invited to meet at the Chamber Visitors Center near the intersection of SR-224 and the Olympic Parkway at Kimball Junction, for a ride-along with the Road Respect core cycling group. The ride will conclude at Park City, City Park, 1354 Park Ave. with a Road Respect Rally from 12:30pm to 1:30pm. The Rally is free of charge and the entire community is invited to attend.

The Road Respect program is a part of the Zero Fatalities program, and was developed by the Utah Department of Transportation (UDOT) and the Utah Department of Public Safety (DPS) in response to concerns from bicyclists and drivers about safety and the behaviors of each group on the road. It includes a multi-media campaign and features the Road Respect Bike Tour, with 25 cyclists from UDOT, DPS other state agencies and bicycle advocacy groups biking through the state. By demonstrating proper cycling behaviors on the road, the Road Respect Tour cyclists serve as positive examples for other cyclists and drivers with the aim of increasing respect among both groups.

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The Tour begins in Logan on Monday, June 13 at 8 a.m. Later that day an official campaign kick-off will take place in Salt Lake City at Sugar House Park from 6 to 8 p.m. The Road Respect Tour route passes through Logan, Ogden, Farmington, Salt Lake City, Park City, Provo, Manti, Moab, Torrey, Loa, Springdale and finally Hurricane with ride-alongs and Road Respect Rallies or Stops planned in each location.

To learn more about the Road Respect program, or to find out how you can join in the ride-along or Road Respect Rally in Park City, contact Michael Watson at 435-659-0524 or visit the Road Respect website at RoadRespect.utah.gov.

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