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## **Coalition Has New Face on the Web**

*New Highway Safety Website Can Help You Arrive Alive*

JEFFERSON CITY – The Missouri Coalition for Roadway Safety has a new face on the web. The newly redesigned site at [www.saveMOLives.com](http://www.saveMOLives.com) features eye-catching graphics, intriguing videos, news and information, driving tips and advice on how to Arrive Alive at your destination.

“We really wanted an updated website that would grab people’s attention and present our safety information in the best way possible,” said Leanna Depue, chair of the Missouri Coalition for Roadway Safety’s Executive Committee. “We wanted something more interactive that will help us save lives and prevent injuries on Missouri roads.”

The new site not only looks completely different, but it is also more streamlined and organized. The latest news, events and regional pages along with safe driving information now are part of the home page. Quick links to Facebook, Twitter and a newsfeed also give the new site a much bigger social media focus, and there is more opportunity for visitors to interact on the site.

“The edgy design of the new site will appeal to many of our new, younger drivers, since they have less experience with safe driving habits and choices they make that can help them Arrive Alive,” Depue says.

Overall, since 2005, traffic deaths have decreased 31 percent. The 2009 number stands at 878. The coalition credits a combination of law enforcement, educational efforts, emergency medical services and engineering enhancements as the successful formula for saving lives. The coalition’s current goal is to have 850 or less fatalities in Missouri by 2012. The last time Missouri reached less than 850 fatalities was 1949. As of June 20, 371 people have died on Missouri roads – a 12 percent decrease from the same time last year.

For more information, visit [www.saveMOLives.com](http://www.saveMOLives.com). Buckle Up and Arrive Alive.

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