

RAIL SAFETY WEEK 2021 MEDIA KIT



SEPTEMBER 20-26, 2021

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Theme: Never Will I Ever

	MONDAY 20-Sep	TUESDAY 21-Sep	WEDNESDAY 22-Sep	THURSDAY 23-Sep	FRIDAY 24-Sep
HIGHLIGHTS	Release of 'Reaction' Video	Law Enforcement Support	Pledge Promotion	GIF Promotion	Ambassador & Community Thank You
Never Will I Ever Safety Campaign	Release of SunRail's 'Reaction' Video, sparking engagement and pioneering the week's activities.	Law Enforcement collaboration is celebrated and strongest this day, though participation is anticipated throughout the week. SunRail will also highlight officer participation through social media, as done in years past.	The 'Never Will I Ever' pledge on SunRail.com invites community members to pledge to stay safe on and around the tracks all year round. This pledge (available all week long) will be promoted this day through partners and social media.	GIF's and Reaction Video Stories disseminated through online communities. SunRail to host a Media Training alongside DS Public Information Director, Jessica Ottaviano.	SunRail to highlight Ambassador Involvement (distribution of handouts) and other community partners from across the week. First impressions summary developed and delivered to FDOT.
Events & Internal Coordination	Kickoff (Press Release, Video Release)	Media Availability Event Photography Capture: Law Enforcement	Photography Capture: Ambassadors	Media Training Event	First Impressions: Shared Summary
	Grade Crossing Education & Enforcement Blitzes; Ambassador Handouts, Contractor Coordination, Pledge Promotion				
Social Media Strategy	Social Media Promotion of internal campaign materials, Operation Lifesaver messaging, and collaborative spotlights, as approved.				
	@RideSunRail				

	Website Takeover	Billboard (9/20 - 9/27)	Digital Banner Downloads	Law Enforcement & Ambassador Handouts	Media Training PowerPoint
	Interactive Outreach Flyer	Landing Page	Reaction Video	Safety Sticker	

IT'S TIME TO RALLY BEHIND RAIL SAFETY, CENTRAL FLORIDA!

Every collision at a grade crossing and on the tracks is preventable. During Rail Safety Week, SunRail is reminding the community to put safety front and center.

Within this media kit, you will find a host of digital assets being shared with the community as well as important tips to keep you safe while reporting.

We invite you to take part and help promote rail safety in Central Florida!

For schedules and other important information, please visit SunRail.com and follow

@RideSunRail

To learn more please contact: **Jessica Ottaviano**
386.943.5473 or Jessica.Ottaviano@dot.state.fl.us





Promote Rail Safety in Your Community

EDUCATE & SHARE

SUNRAIL REACTION VIDEO

SunRail took behind-the-scenes footage of railway collisions and close calls, and showed it to the public – their reactions say it all. Remember trains can take more than a mile to stop when traveling 55mph.



[Click Here to Watch](#)

RAIL SAFETY WEB BANNERS

Display safety banners on your organization's website to raise awareness and promote rail safety in Central Florida. [Click Here to Download](#)



SHARE ON SOCIAL MEDIA

Share this graphic and repost SunRail safety messages through Facebook, Twitter, and Instagram:



[Click Here to Download](#)

SUGGESTED TEXT: National Rail Safety Week is here! Take the safety pledge at SunRail.com. Remember to keep yourself and your community safe by stopping before the white pavement stripes (dynamic envelopes) at railroad crossings. Cross only when you can clear the tracks completely.

Learn more at SunRail.com #SunRailSafety

[f](#) [t](#) [i](#) @RideSunRail

SHARE ANIMATED GIFS

Use customized rail safety stickers on your social posts and tag SunRail through Facebook and Instagram: @RideSunRail, #SunRailSafety



STOP FOR GATES



KEEP OFF TRACKS



AVOID DISTRACTIONS



REPORT SUSPICIOUS ACTIVITY

To learn more visit [SunRail.com](#)





CENTRAL FLORIDA REACTS - RAILROAD CLOSE CALLS AND COLLISIONS

Two methods to view the video

A. WATCH VIDEO ON YOUTUBE

View the video at <https://youtu.be/y7qQ-eKPhQM>



B. DOWNLOAD VIDEO FILE (.ZIP) TO YOUR DEVICE

1. Download video .zip file from https://sunrail.com/rsw/never_will_i_ever_v6.mp4.zip
2. Uncompress .zip file on your computer or device.

To learn more please contact: **Jessica Ottaviano**
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MEDIA TIPS

BE SMART. BE SAFE.

**Park ENG trucks at least 75 feet from the railroad right-of-way
OR
the height of the mast plus 4 additional feet**



Keep Back 25 Feet from Tracks (2 Car Lengths)

Trains are wider than the tracks and stand ups around the tracks are extremely dangerous. Always be aware of your surroundings and keep back at least 25 feet from tracks. Maintain a clear view of your footing and avoid walking through slippery and unstable or uneven areas.



Avoid Distractions Near the Tracks

Trains can't swerve and can take more than one mile to stop. Avoid texting, earbuds, and phones when near the tracks. In an emergency, get as far away as possible and dial 911 – taking note of any rail crossing markers.



Obey Railroad Signs and Signals

Trains can come on any track, at any time and from any direction. Speed perception is diminished on train tracks and trains travel faster and are closer than they seem. Report from a safe distance and always obey railroad signs and signals.



Do Not Walk or Place Objects on the Tracks

Walking or placing objects on the tracks is trespassing and puts you in imminent danger. Train speed can transfer to objects on the track creating high speed and deadly projectiles.

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