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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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October 15, 2013

Ald. Milele A. Coggs  
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## Council approves Motorcycle Safety Awareness Week

The Common Council today approved a resolution establishing Motorcycle Safety Awareness Week in Milwaukee every year during the first week in May.

The resolution, authored by **Alderwoman Milele A. Coggs**, was recommended for approval by the Council's Public Safety Committee on October 3. The measure – co-sponsored by **Alderman Joe Davis, Sr.**, **Alderman Jim Bohl** and **Alderman Robert W. Puente** – sets the inaugural Motorcycle Safety Awareness Week during the first week of May 2014.

Alderwoman Coggs said she was moved by the family of **Vinencia Dawson**, who was killed in a motorcycle accident on June 30, 2013 (family and friends of Ms. Dawson testified on the resolution at committee and were in attendance at today's Council meeting). "I think it's important to not only establish Milwaukee as a leader in motorcycle safety, education and awareness, but to also do what we can to help save lives and increase safety on our streets and roadways," she said.

"In Vinencia's honor and in honor of other motorcycle accident victims, I am hopeful that Motorcycle Safety Awareness Week will help reduce the number of motorcycle accidents in Milwaukee by emphasizing how critical it is for drivers to be aware at all times of motorcycles on the roadways and to also recognize the importance of motorcycle operator and passenger safety," the alderwoman said.

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## **Motorcycle Safety Awareness Week/ADD ONE**

“I would like to sincerely thank the Dawson family for their willingness to publicly push for Motorcycle Safety Awareness Week,” Alderwoman Coggs said. “I believe their wish to help create something positive for the community in the wake of the loss of their loved one, Vinencia, is truly admirable and worthy of our support.”

According to the resolution, for the three-year period of 2010-2012 there were 538 motorcycle accidents in the city, including 14 fatal accidents. It also indicated that motorcycle accidents have been on the rise in Wisconsin for the past several years.