



June 28, 2011

Ald. Joe Davis, Sr.  
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## Dangerous Speeds on North 64<sup>th</sup> & North 68<sup>th</sup> Streets Prompt Action by Alderman

*Alderman Davis news conference Thursday will include AAA official, Milwaukee police and neighborhood representatives*

Motorists soon will have a hard time missing the message Alderman Joe Davis, Sr., AAA, neighborhood residents, and the Milwaukee Police Department want to deliver along N. 64<sup>th</sup> and N. 68<sup>th</sup> Streets between W. Villard and W. Hampton Avenues.

Alderman Davis has secured 150 “Slow Down Watch For Kids” yard signs from AAA Wisconsin, and he will discuss a speed reduction effort along N. 64<sup>th</sup> and N. 68<sup>th</sup> during a **news conference at 11 a.m. on Thursday, June 30, 2011 outside Lancaster School, 4931 N. 68<sup>th</sup> St.**

Alderman Davis will be joined during the news conference by neighborhood residents, Milwaukee police, and Pam Moen, assistant vice president of public affairs for AAA.

Alderman Davis said motorists have been reaching dangerous speeds too regularly along N. 64<sup>th</sup> and N. 68<sup>th</sup> Streets between Villard and Hampton, and he believes a concerted speed reduction effort can help make a difference in protecting vulnerable neighborhood children. “With school out for the summer, children are out on their bikes, on scooters, and on foot, enjoying summertime activities,” he said. “We need drivers to slow down and take it easy, so we keep everyone safe and avoid a possible tragedy.”

AAA was “immediately interested and generous” in donating the yard signs, Alderman Davis said.

“AAA is pleased to provide our “Slow Down Watch For Kids” yard signs to provide drivers with a reminder to slow down and use extra caution in high-risk areas for children,” said Ms. Moen of AAA.

“Young children have not developed the skills needed to make appropriate judgments about vehicle traffic and driver intention, so it is up to us as motorists to exercise good judgment and help keep kids safe,” Ms. Moen said.