



May 2, 2014

Ald. Milele A. Coggs  
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## **Motorcycle Safety Awareness Week kicks off this weekend**

Organized rides, safety demonstrations and an awareness rally will kick off the city's inaugural Motorcycle Safety Awareness Week, which was officially designated as a city event in legislation sponsored by **Ald. Milele A. Coggs** last year.

“As the beating heart of American motorcycle culture, it is only right that Milwaukee should dedicate itself to protecting the men and women who ride,” Alderwoman Coggs said. “Safety starts with the good practices of individual riders, but it requires the attention of every motorist on the road.”

The legislation establishing the event was approved following moving testimony from the family of **Vinencia Dawson**, who was killed in a motorcycle crash on June 30, 2013. Family and friends of Ms. Dawson testified on the resolution at committee and were in attendance at the Common Council meeting when it was adopted.

The city's official designation for the event runs from **Monday, May 5 through Friday, May 9**, but local organizers have scheduled events that take place on **May 3, 4, and 10 as well**. These include a memorial ride and bike blessing on May 10. Organizers have posted a full schedule of events at [www.motorcyclesafetyawareness.com](http://www.motorcyclesafetyawareness.com)

According to the Wisconsin Department of Transportation, crashes in which motorcycles have been involved have been on the rise in recent years. For the three-year period from 2010 to 2012, there were 538 motorcycle crashes in Milwaukee—14 of them fatal. 116 riders were killed in crashes on Wisconsin roads in 2012.