



The Town of Warrenton Launches “LOOK” Safety Campaign

Today, April 1st, the Town of Warrenton is announcing the launch of the new LOOK! safety campaign to highlight the critical need for motorists, bicyclists, and pedestrians to pay attention when driving and crossing the street. “LOOK” pavement markings have been painted at crosswalks alerting pedestrians to oncoming traffic. Ads tailored to drivers feature eyes. These ads remind motorists to “Drive Smart and LOOK!” Another underscores the life-saving benefits of motorists looking before they turn. The street treatment’s distinctive lettering spell the word “LOOK” with “eyes” drawn within the O’s mimicking eyes looking in the direction of oncoming traffic.

Sometimes people are driven to distraction with their smart phones, and the simple act of looking can prevent the potential for many crashes and injuries every year. LOOK! is a message to all people that safety is in the eye of the beholder and everyone needs to keep an eye out for each other on our streets.

“Safety is the downtown number one priority, but everyone has a role to play in achieving our goal,” said Councilman Sean Polster. “This new campaign will remind drivers, bicyclists, and pedestrians to be alert and focused at all times, whether they are behind the wheel or traveling by foot or on a bicycle.”

The curbside markings in crosswalks at intersections are complemented by ads on social media to reinforce the message to look before crossing the street. The pedestrian-focused ads feature photographs of eyes and text calling on Warrenton to “Walk safe/Cross smart,” along with the humorous reminder that “Mom was right. Look before you cross the street.”

The LOOK campaign was originated to enhance safety for all street users, and particularly to build awareness among motorists and pedestrians of the growing number of bike riders using the streets.

Stay safe, Warrenton. LOOK!



Mom was right. Look before you cross the street.



LOOK!

www.warrentonva.gov/community/look_campaign.php

