



MEDIA RELEASE

Criminal Justice Services

Ohio Criminal Justice Services • Karhlton F. Moore, Executive Director
www.ocjs.ohio.gov



FOR IMMEDIATE RELEASE:

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MOTORCYCLE OHIO KICKS OFF RIDE SMART CAMPAIGN

Aims to Reduce Motorcycle Deaths and Injuries

(COLUMBUS) –Motorcycle Ohio (MO), part of the Ohio Department of Public Safety's (ODPS) Office of Criminal Justice Services (OCJS) partnered with Quaker Steak and Lube today and kicked off its statewide Ride SMART motorcycle safety campaign in Columbus during their scheduled "Bike Nights," raising awareness about all aspects of motorcycle safety including: Ride Sober. Ride Motorcycle Endorsed. Ride Alert. Use the Right Gear. Ride Trained. Ride SMART.

"It is important that we continue to educate both riders and motorists alike about the importance of motorcycle safety," said OCJS Executive Director Karhlton Moore. "We must also continue working with our traffic safety partners on education, enforcement and engineering efforts that ultimately contribute to a safer Ohio."

MO presented Columbus resident Melissa Ritts the "Saved by the Helmet" award during the event. Ritts is a survivor of a motorcycle crash whose miraculous recovery is attributed to her wearing her helmet. Her story was featured in ODPS' *Safer Ohio* magazine and their *Contributing to a Safer Ohio* video segment.

MO is working with state and local safety partners to get the message out to riders and motorists that everyone plays a critical role in motorcycle safety and will be working to continue these messages across the state during the entire riding season. People can follow the #rideSMARTohio hashtag on social media to get up-to-date information on scheduled activities.

Additional Motorcycle Ohio Ride SMART Kick-off Events

VALLEY VIEW

Wednesday, May 25, 5:30pm-9:00 pm-Valley- Quaker State & Lube, (Valley View) 5935 Canal Road

VILLAGE OF SHEFFIELD

Thursday, May 26, 5:00 pm-9:00 pm- Quaker Steak& Lube, (Sheffield) 4900 Transportation Dr.

MIFORD

Wednesday, June 8, 6:00 pm – 9:30 pm – Quaker Steak & Lube, (Milford) 590 Chamber Drive

CINCINNATI

Thursday, June 9, 5:00 pm. – 9:00 pm – Quaker Steak & Lube, (Colerain) 3737 Stone Creek Blvd

Motorcycle Ohio is run by ODPS' Office of Criminal Justice Services (OCJS). OCJS serves as the lead justice planning and assistance agency for the state. Through research, technology and grants, OCJS serves a wide variety of agencies committed to reducing and preventing crime across Ohio.