For immediate release
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PAG’s pedestrian safety video wins Best PSA award

The video, which was produced and directed by Tucson filmmaker Evan Grae Davis, is part of a long-term pedestrian safety campaign PAG launched in May 2015. The campaign was developed to build community awareness of behaviors that help keep pedestrians safe. In recent years, the Tucson region has averaged more than 20 fatalities per year, which is above the national pedestrian fatality average.

The campaign is one initiative from PAG’s recently adopted Regional Pedestrian Plan, which also addresses pedestrian safety through education, engineering and enforcement goals.

The voter-approved, multimodal Regional Transportation Authority plan, which includes pedestrian safety projects, has invested more than $20 million in pedestrian sidewalks and crossings to-date. The 20-year plan was approved in May 2006.

The *Walk Safe. Drive Safe.* campaign includes a website at www.walksafedrivesafe.com, which features a pedestrian safety pledge, safety tips for pedestrians and motorists, as well as bicyclists, and various pedestrian safety resources. The video has had more than 970 views:  https://youtu.be/8AYfes4B5IY. Various local media have supported the campaign by airing the video as a public service announcement.

Independent Film Arizona (IFA) is a 501(c)(3) nonprofit corporation that supports and promotes independent filmmakers in southern Arizona.

Over 85 entries competed in the IFA 2015 Arizona Film Competition for awards for Best Feature, Best Short, Best Commercial or PSA, Best Documentary, Best actor, Best Director, along with a few other categories.

IFA (http://independentfilmarizona.com) consists of thousands of members representing producers, directors, cinematographers, actors and other film crew throughout southern Arizona.

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, watershed and air quality. Please visit www.PAGregion.com or www.facebook.com/PAGregion for more information.*