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'Play It Safe' this summer

FORT RUCKER, Ala. (April 1, 2010) – The summer season is fast approaching and the Army is continuing its commitment to safeguarding Soldiers, Army Civilians and their Families with the launch of the 2010 Safe Summer campaign.

“Historically, our off-duty fatality rates inevitably increase from April to September,” said Brig. Gen. William Wolf, U.S. Army Combat Readiness/Safety Center commanding general and director of Army Safety. “In fiscal 2009, almost 40 percent of our accidents occurred during this timeframe, with POV and motorcycle accidents leading the way every month.”

Once again this year, the 2010 Safe Summer campaign will stress the importance of proactive, prevention focused risk mitigation during summer months. The campaign, which runs through September 30, will encourage members of the Army Family to have fun this summer but keep a watchful eye on the risk associated with every activity.

“Our Soldiers are working hard and playing harder than ever and we are not telling them to stop what they’re doing,” said Wolf. “Instead, we’re asking them to ‘*Play It Safe*’ in all their off-duty activities, because safety is the key to ensuring a good time for all.”

Campaign materials including articles, posters and videos will once again be hosted on the U.S. Army Combat Readiness/Safety Center Web site and will emphasize teamwork and the need for extra precautions during the high-risk summer months ahead. Products are available for downloading, allowing leaders at installations around the globe the opportunity to tailor their summer safety campaigns to meet the needs of their individual populations.

New in this year's campaign is a branding toolkit that provides official logos and templates to those looking to replicate the Safe Summer products with minimal effort.

“Soldiers talk about what they’re doing in their off-duty time, even if a leader isn’t always within earshot,” said Command Sgt. Maj. Michael Eyer, senior noncommissioned officer for the U.S. Army Combat Readiness/Safety Center. “This is why it’s so important for our Families and battle buddies to educate themselves about summer risks, take an active interest in their Soldier’s safety and intervene when the risks become too great.”

More information about the 2010 Safe Summer campaign can be found by visiting <https://safety.army.mil>, and clicking on the Safe Summer icon at the bottom of the Web page.

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