



**FOR IMMEDIATE RELEASE**  
**Raleigh, NC | September 30, 2014**

Press Contact: Robby Thomas  
(919) 835-6435 | [rthomas@wncn.com](mailto:rthomas@wncn.com)

### **WNCN RELEASES #BRAKE4BUSES PUBLIC SERVICE ANNOUNCEMENT**

**Raleigh, NC** – WNCN has created a public service announcement for school bus traffic law education in partnership with the North Carolina Department of Public Instruction. The spot, titled “#BRAKE4BUSES,” addresses school bus traffic law violations. It focuses on drivers illegally passing school bus stop arms, putting students in danger, and it was produced by the WNCN Marketing Department.

WNCN recently investigated school bus traffic law violations and uncovered some staggering statistics. In 2014, during a one-day count, DPI says North Carolina school bus drivers witnessed 3,153 vehicles illegally passing stopped school buses across the state. Since 1999, there have been at least 13 child traffic fatalities at school bus stops and many more injuries. Because WNCN’s coverage went viral on social media, reaching over 25 million people, the decision to create a public service announcement was made.

“We hope this resonates with drivers,” says WNCN Director of Marketing Robby Thomas. “We tried to create something that captures the viewers’ attention and prevents future tragedies. We sincerely appreciate the cooperation of DPI, Harnett County Schools, Harnett County Sheriff’s Office, and our talented young actress, Samantha Rahn, who each played pivotal roles in the success of this production.”

“The PSA highlights the responsibility of all parties involved,” adds Derek Graham, Transportation Services Section Chief for NC Dept. of Public Instruction. “Certainly motorists need to pay attention and obey the law. Students also have a responsibility to keep an eye on approaching vehicles when standing near or stepping into the roadway. We hope parents will use this as an opportunity to have this important safety discussion with their children.”

A variety of resources for students, parents and drivers are now available at [WNCN.com](http://WNCN.com), including the PSA. WNCN encourages community participation on social media to spread this message. Join the conversation at #Brake4Buses. The PSA is available for public distribution. For more information, contact Robby Thomas at [rthomas@wncn.com](mailto:rthomas@wncn.com).

Follow WNCN on Twitter (@WNCN) and Facebook (WNCNtv). If you have a story idea for the WNCN team, please email [newstips@wncn.com](mailto:newstips@wncn.com).

#### **About WNCN**

WNCN is an NBC affiliate licensed to serve Goldsboro, Raleigh, Durham, Fayetteville and surrounding communities. Established in 1988, the station features a team of award-winning local journalists, providing daily newscasts over the air, as well as online at [WNCN.com](http://WNCN.com). WNCN was the first to deliver local news at 11:00 a.m. and 7:00 p.m. to the market. WNCN also operates ENCN 17.2, known locally as “Antenna TV,” which launched August 1, 2011 and features classic television programs and favorite movies.