



ABC, ABC TMA launch *See and Be Seen* Road Safety Campaign

Local bloggers and bike commuters use artwork, online resources to emphasize awareness and visibility as keys to staying safe on the road -- for bikers, drivers and walkers alike.

For Immediate Release

Nov. 16, 2012

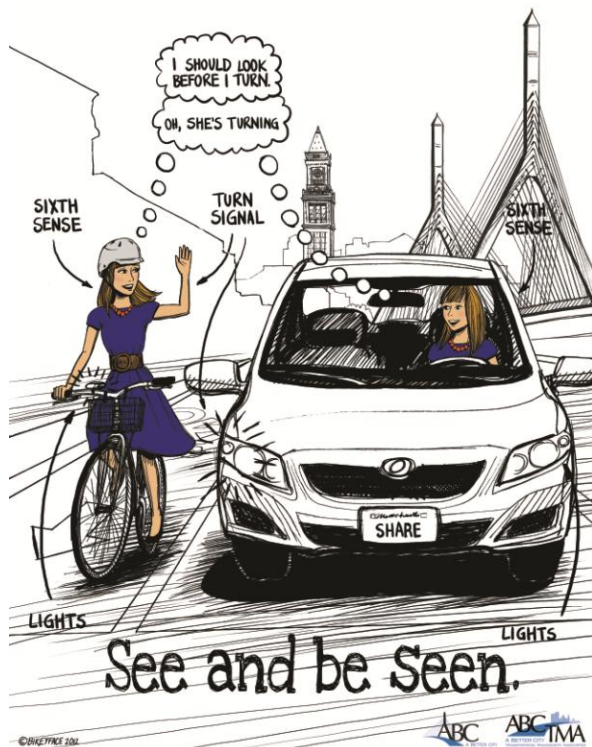
A Better City

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BOSTON – A Better City (ABC) and the A Better City Transportation Management Association (ABC TMA) have commissioned a poster by local bike blogger and cartoonist Bikeyface to communicate important road safety tips to bikers, motorists, and pedestrians.

The poster, titled *See and Be Seen*, communicates best practices in roadway awareness and visibility. The poster depicts one woman as both cyclist and driver, using lights, turn signals and a “sixth sense” awareness of road dangers to stay safe as they share Boston’s streets.

“Sadly, with the death of a cyclist in Allston this week, this campaign and message is extremely timely,” said ABC Sustainability Coordinator Megan Ramey. A daily bike commuter herself, Ramey has been intimately involved with transportation advocacy throughout Greater Boston for several years. “Ultimately we need to think about changing our infrastructure to better

protect our most vulnerable road users. In the meantime, it is up to all of us – drivers, cyclists and pedestrians – to do what we can to See and Be Seen.”

ABC released an electronic version of the post [via its blog](#) and social media platforms this week. It also launched an [online resource guide on its Facebook page](#), with links to instructional videos and classes, maps and mobile apps, gear guides, local bike advocates, organizations, blogs and shops.

“Our hope is that our members will print out the poster and place it in key locations in their workplaces: parking garages, bike cages, locker rooms and common space,” said Ramey. “We also hope that our fellow advocates will promote this message of safety to their members, and that local bike shops will help spread the word as well.”

About A Better City

A Better City is a nonprofit representing Greater Boston’s business and institutional leaders on transportation, land development and the environment. ABC was founded in 1989 as the Artery Business Committee to represent downtown business and real estate interests during the Central Artery/Tunnel project. Since 1996, ABC has operated a Transportation Management Association serving 80,000 employees in the Financial District and the Back Bay. For more information, please visit <http://abettercity.org>.

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