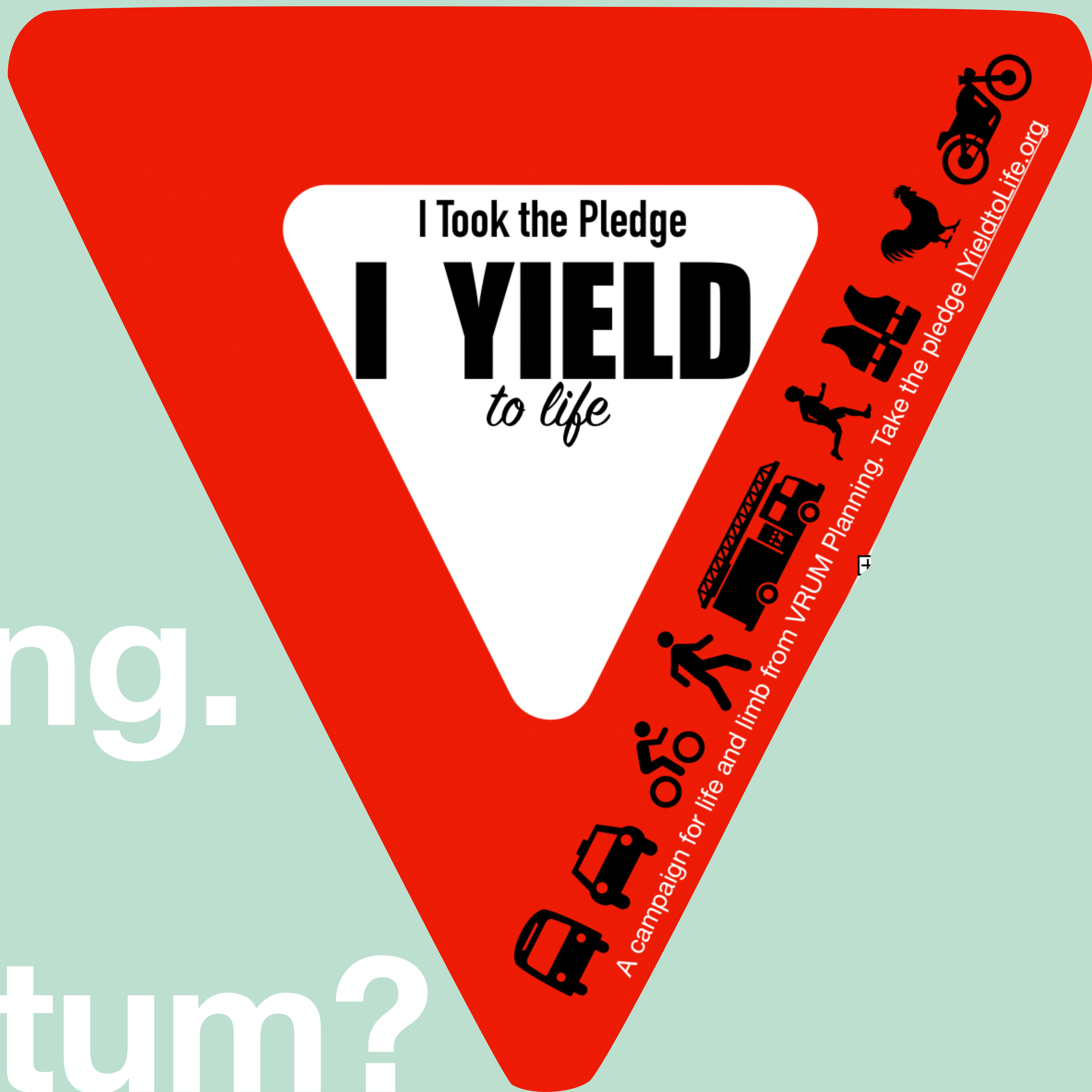


How.
are.
you.
managing.
your.
momentum?



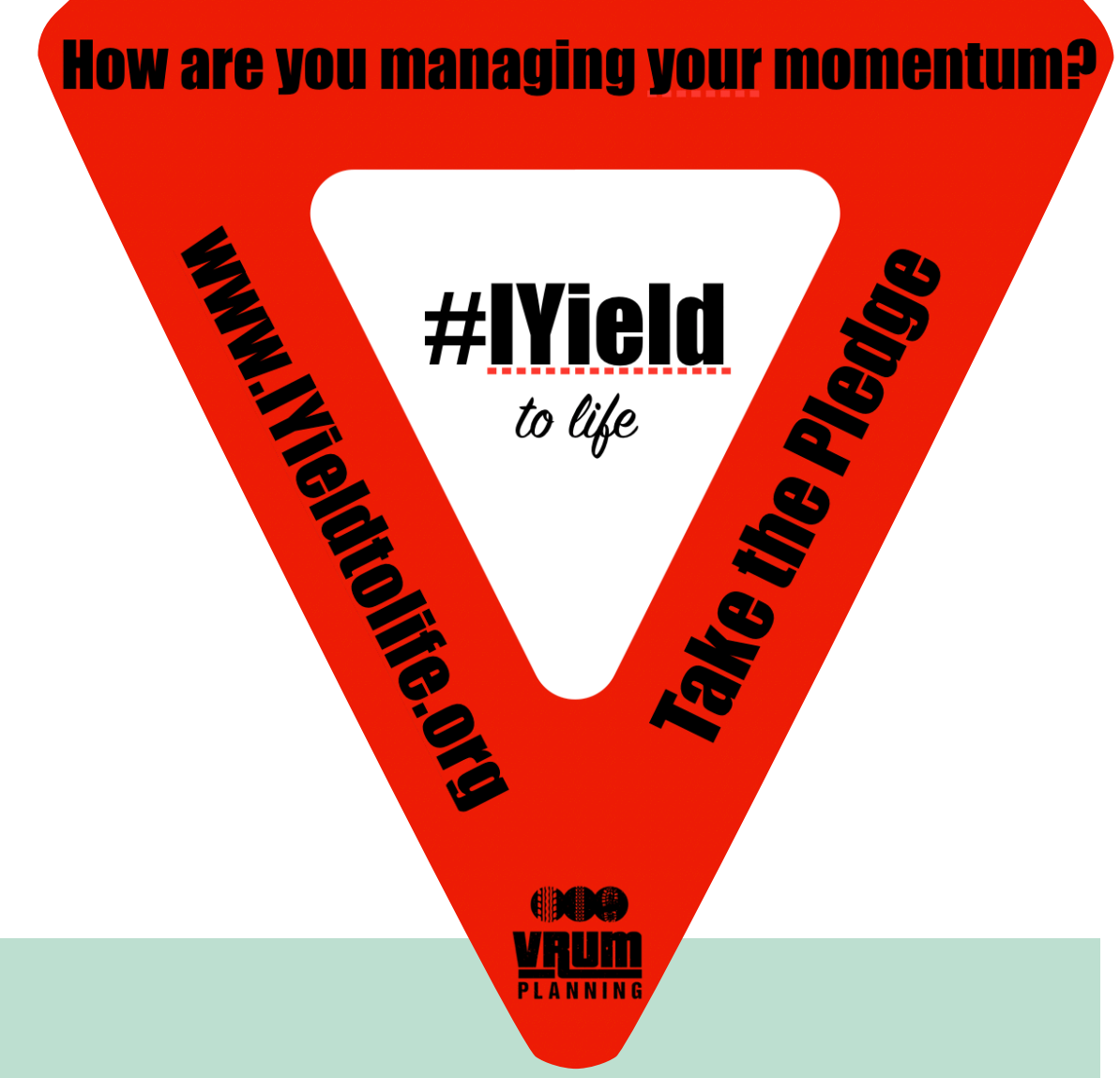
Take the Pledge Today

- ➔ *Sign* the Petition
- ➔ *Like* "I Yield To Life" Facebook Page
- ➔ *Share* the message
- ➔ *Yield* to life every time you use the road

www.IYieldtoLife.org

Take the pledge. Yield to life.

A Campaign for life and limb from VRUM Planning.

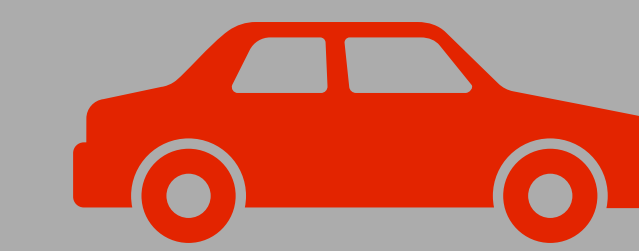


The "I Yield to Life" pledge campaign is based on a simple principle, *#WeAreTheProblem* and *#WeAreTheSolution*. In a time when blame, fault, innocence and guilt lead the conversation, we want to change the dialogue. What can we, as individuals, do right now to create a safer, more peaceful, less costly and free flowing transportation experience. More than 675,000 missed opportunities in 2018. 17 million Florida drivers alone can decide to take the pledge and avoid collisions of all kinds.

So we ask YOU,
"How are you managing your momentum?" "Will you take the pledge?" "Will you Yield to Life?"

www.IYieldtoLife.org

Contact VRUM, heather@VRUMPlanning.com

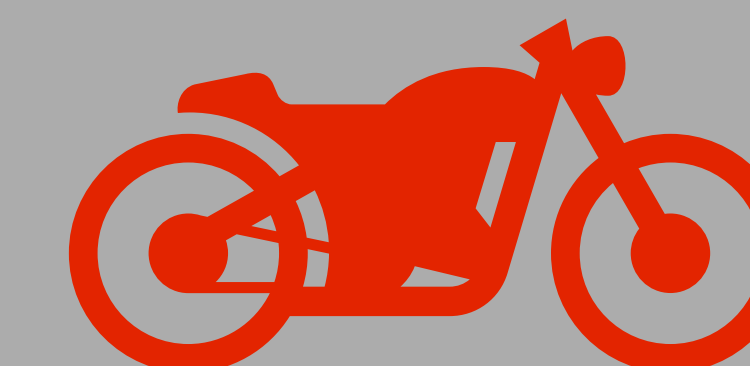


668,699

Number of drivers involved in crashes in Florida 2016



254,155
Involved injury



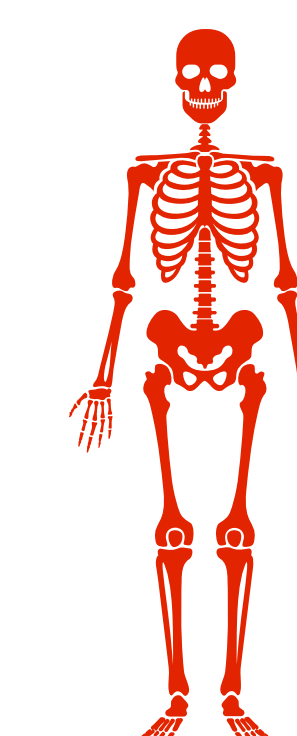
10,300
Involved Motorcycles



9,102
Involved pedestrians



6,668
Involved bicycles



3174
Fatalities

Data based on FDMV 2018 information.