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FOR IMMEDIATE RELEASE

Brown County Municipalities Join Forces For Regional Frogger Event

BROWN COUNTY - Wello is proud to partner with local law enforcement and municipal leaders to host a Regional Crosswalk Education and Enforcement event or as they are better known, "Frogger" events, for the second year. Law enforcement will be stationed at various locations in Allouez, Ashwaubenon, Bellevue, Denmark, De Pere, Green Bay, Howard, and Suamico on Tuesday, May 28, 2019.

The event will have staff from these municipalities and volunteers using crosswalks with officers monitoring traffic. Vehicles will be stopped for violation of laws for yielding to pedestrians which will result in warnings and/or tickets. Educational materials regarding drivers and pedestrians role in keeping are streets safe will be available.

Media is invited to film, photograph and interview at the intersection of N. Broadway and Cass St. in De Pere (across the street from the Brown County Library Kress Family Branch) from 12:00-2:00pm on Tuesday, May 28, 2019.

"This event isn't about writing tickets," said Eric Rakers, City Engineer for the City of De Pere. "The way we design and build our roads can only take us so far in keeping all people who use the road safe and so we need education and enforcement to go along with that."

"The City of Green Bay is dedicated to bike and pedestrian safety," said Commander Kevin Waryc, Green Bay Police Department. "As a department we want to educate the community to stop for people in crosswalks and to give cyclists over three feet distance when traveling on the roadway. We want the roadways to be safe and enjoyable for everyone."

"Safe, active transportation is a critical component of safely getting our children to school, commuting to work, enjoying recreational opportunities all while improving our community's health and quality of life," said Natalie Bomstad, Executive Director of Wello. "In the end, it's the Greater Green Bay community that truly wins as it becomes safer and easier for everyone to be active."

This is the first of three regional educational crosswalk enforcement events that will take place this year.

Wello is a community-based non-profit whose mission is to create action-oriented, collaborative efforts to foster a culture of health and well-being for all in Greater Green Bay. Wello believes healthy, happy people are the core driver of thriving families, strong economies and the overall prosperity of the Greater Green Bay community. Wello was formerly Live54218 and rebranded in October 2018. Learn more at wello.org.