2025 MAY SPEEDING CAMPAIGN: PRE-ENFORCEMENT NEWS RELEASE

PARTNER WITH SURROUNDING AREA AGENCIES OR SAFE COMMUNITY COALITIONS ON NEWS RELEASES TO AVOID DUPLICATION WHEN ISSUING TO MEDIA

EMBARGOED until Thursday, April 30

 CONTACT:

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#  Speeding won’t get you there quicker, but it may take your life:

# Extra enforcement starts soon to save lives

## Slow down or you will be pulled over. Extra enforcement runs from May 1 – Sept. 2 to save lives

[INSERT YOUR CITY/COUNTY NAME], Minn. — The days between Memorial Day and Labor Day are unfortunately some of the deadliest days of the year on Minnesota roads. To help prevent fatal crashes and save lives, [Your Agency] is joining a statewide extra speed enforcement campaign coordinated by the Minnesota Department of Public Safety’s Office of Traffic Safety (OTS). The added enforcement will run from May 1 through Sept. 2.

Speeding continues to be a danger on Minnesota roads. In 2024, at least 137 fatal crashes were attributed to speeding. As of February 2025, there have already been at least 13 fatal speed-related crashes.

“Speed makes every bad decision a worse decision, drivers need to know there is no 5-miles-per-hour grace on a fatal crash,” said [YOUR AGENCY SPOKESPERSON]. “Since the COVID pandemic we have seen an epidemic of drivers going far beyond the speed limit. It is making our roads more dangerous. Trust me you won’t be getting there any faster if there is a fatal crash.”

**Memorial Day to Labor Day**

* 151 fatalities in 2024.
* 44 speed-related fatalities in 2024.
* From 2017 through 2024, there were 1,188 fatalities during this period.

**Speeding is a costly choice**

* A citation may affect your bank account, driving record or insurance rates.
* The cost of a speeding ticket varies by county, but it will typically cost you more than $110 with court fees for traveling 10 mph over the limit. Fines double for those speeding 20 mph over the limit, and you can lose your license for six months for going 100 mph or more.

OTS coordinates this campaign with funding provided by the National Highway Traffic Safety Administration.