



NEW BERLIN POLICE DEPARTMENT

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For Immediate Release

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Press Release- New Berlin Recognized for Speed Reduction Campaign

The New Berlin Police Department was recently recognized by the Keep Kids Alive-Drive 25 Organization as their longest running speed reduction campaign participant, having been actively involved in keeping kids safe through residential speed reduction since 1999.

The Keep Kids Alive-Drive 25 Program actively engages the community in helping reduce speeding in twenty-five miles per hour residential neighborhoods where children are most likely to be playing near the street. Participating residents check out yard signs from the police department and post them in their yards. The signs are a constant visual reminder for drivers to watch their speeds in residential neighborhoods.

New Berlin has been actively participating in the program annually since 1999 and is the longest continuous participant in the program nationwide. For more information on Keep Kids Alive-Drive 25, go to their website: www.keepkidsalivedrive25.org.



13 Years of *Keeping Kids Alive* – New Berlin, Wisconsin

New Berlin “signs on” for [Keep Kids Alive Drive 25 Day](http://www.keepkidsalivedrive25.org) Once Again!

That's Right! No community in America has consistently been more committed to seeding and rooting **Keep Kids Alive Drive 25**[®] throughout its community than the citizens of New Berlin. Officer Dan Hanlon, who has coordinated the effort since September of 1999 writes:

“We are fortunate to have good partners in the community that are dedicated to our programs, services, and goals. They understand the commitment our department makes and work to get donations for much of what we do to keep growing our Keep Kids Alive initiatives. We make sure we go to every single business safety fair, every neighborhood association meeting, every Chamber of Commerce meeting and event, and every community event we can take part in to keep connections and partnerships strong. Our citizens have been outstanding also as far as being committed to slowing vehicles down in subdivisions. New Berlin has many dedicated individuals which makes our job a little easier.”

Your community, neighborhood, school, business, and faith communities are invited to join New Berlin in observing the [6th Annual Keep Kids Alive Drive 25 Day May 1st](#)



Officer Dan Hanlon (L) and Officer Scott Hippler administer the Keep Kids Alive Program.

