



## MEDIA INFORMATION

---

*For more information, contact:*

Alyssa Bechhold  
VP/Public Relations  
Hellman  
[a.bechhold@hellman.com](mailto:a.bechhold@hellman.com)  
(319) 234-7055

Brooke Beckner  
PR/Media Relations Specialist  
Hellman  
[b.beckner@hellman.com](mailto:b.beckner@hellman.com)  
(319) 234-7055

### **FOR IMMEDIATE RELEASE**

**Page 1 of 2**

### **DRIVE SAFE [CEDAR VALLEY](#) ANNOUNCES NEW CAMPAIGN SPOKESPERSON Waterloo Firefighter/Paramedic to Lead [Traffic Safety](#) Awareness Initiative**

WATERLOO, IOWA (April 14, 2010) – Drive Safe Cedar Valley, a [traffic safety](#) awareness initiative aimed at saving lives by changing the culture of driving in the Cedar Valley, has announced a new spokesperson to lead public awareness efforts in 2010. Nick Anderson, a firefighter and paramedic with Waterloo Fire Rescue, will play a key role in promoting the campaign’s mission and safety messages throughout the [Cedar Valley](#).

“The [Drive Safe Cedar Valley](#) campaign is a wake-up call to local drivers that safe driving matters,” said Sandie Greco, Traffic Operations Superintendent for the City of Waterloo. “As a public safety professional, Nick has seen firsthand the devastating impact of unsafe [driving](#) right here in the Cedar Valley. As spokesperson, he can effectively speak to the importance of safe driving habits in our community.”

Anderson has responded to many emergencies throughout the Cedar Valley – many related to impaired and distracted driving. As spokesperson, he will promote and share important safety messages with the community through public appearances, traditional media outlets and social media, including [Twitter](#), [Facebook](#), [YouTube](#) and the Drive Safe Cedar Valley blog.

-more-

## **DRIVE SAFE CEDAR VALLEY SPOKESPERSON ANNOUNCED/Page 2 of 2**

In addition, Anderson will communicate the values of responsibility and community, reminding every citizen in the Cedar Valley to become accountable for the safety of themselves and others.

“It’s *our* community, but it’s *my* responsibility’ – that’s the message. My duty is to encourage the community to take ownership of the Drive Safe Cedar Valley campaign the way that I have,” said Nick Anderson, spokesperson for Drive Safe Cedar Valley and a firefighter and paramedic for Waterloo Fire Rescue. “With community awareness and support, we can grow this program and sustain it for years to come.”

Anderson has worked for Waterloo Fire Rescue since 2004. He is also involved with the Fire P.A.L.S. program, which aims to teach local children about the importance of fire safety. When he’s not responding to emergencies or teaching about safety in schools, Anderson also works for Hagarty-Waychoff-Grarup Funeral Service in Waterloo. Anderson received his EMS training at the Emergency Medical Services Learning Resources Center (EMSLRC) at the University of Iowa Hospitals and Clinics in Iowa City.

### **About Drive Safe Cedar Valley**

Drive Safe Cedar Valley is a public awareness and development program aimed at saving lives by changing the culture of driving in the Cedar Valley. The program, which is a partnership between the City of Waterloo Traffic Operations, the Iowa Department of Transportation (IDOT) and INRCOG, is the first self-sustaining traffic safety awareness program in Iowa. Initially funded by the Iowa Department of Transportation, Waterloo is currently the only city in the state to receive a traffic safety grant for such an initiative. To learn more about Drive Safe Cedar Valley, please visit our blog at [www.drivesafecv.com](http://www.drivesafecv.com).

###