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## Announcing the SafePass4NJ Challenge!

*Help us spread the word about New Jersey's New Safe Passing Law*



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*New Jersey's new Safe Passing Law went into effect on March 1st, 2022 and aims to prevent the near misses, injuries, and deaths that often occur on our streets.*

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### **Join the SafePass4NJ Challenge!**

Together, we can make NJ roads safer for all. The more people that know about the New Jersey Safe Passing Law (NJSPL), the more effective it will be. You have an important role to play in making this law successful. **Join the SafePass4NJ Challenge and do your part to spread awareness of the New Jersey Safe Passing Law.**

## To join the challenge:

**Create your own campaign photo or video, with your own unique style, and post it on social media!**

Photos/videos can include:

- a demonstration on how to follow the NJSPL
- an explanation of the details of the NJSPL
- reasons why you think it is important to follow the NJSPL
- a highlight of an NJSPL event
- anything you think will help to spread the word and be effective in encouraging people to follow the law

When posting, using the hashtag **#SafePass4NJ** and tag **NJBWC**. Depending on which platform you're posting to, use the handle **@NJBikeWalkCoalition** (Facebook) or **@NJBikeWalk** (Twitter/Instagram).

We'll choose our favorites and highlight them on our social media and on the [Downloads & Resources page](#) in the NJSPL [Resource Center](#)!

For examples of social media posts, check out personalized examples or official campaign posts in our [Social Media Toolkit](#).



**The deadline to submit a post is July 15th**

Find other resources to share in our [Resource Center](#) including the details of the law, frequently asked questions, latest news, a social media toolkit, and digital materials that can be downloaded and shared.

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Stay connected with us!



Have questions?  
[info@njbwc.org](mailto:info@njbwc.org)

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