



PLEASE DO NOT ANNOUNCE THIS SURPRISE UNTIL AFTER 1:50 PM ON FRIDAY, MAY 18TH

Media Inquiries Only
Communications Office
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Rams Punter Johnny Hekker to Surprise ‘Street Safety Hero Pledge’ Winners

Los Angeles, CA (May 17, 2018)

In collaboration with [State Farm®](#), [Vision Zero](#), and Los Angeles Unified School District, Los Angeles Rams punter JOHNNY HEKKER and Rams cheerleaders will surprise students at Columbus Middle School on Friday, May 18 to announce the school as the winner of the Street Safety Hero Pledge contest, after its students submitted the highest share (86 percent) of pledges to saferoutes.lacity.org/pledge to be Street Safety Heroes.

As part of the program, Hekker will lead a discussion about the importance of traffic safety and field questions from participants in a Q&A session. Students will also participate in a raffle where they will have the opportunity to win autographed merchandise and four tickets to a Rams home game on Sunday, September 23, when they host the Los Angeles Chargers at the LA Memorial Coliseum.

In September 2017, Hekker, the Rams, and State Farm joined the Los Angeles Department of Transportation (LADOT) to help educate fans about Vision Zero, the city’s initiative to eliminate traffic deaths by 2025. Through a PSA campaign with Los Angeles Mayor ERIC GARCETTI, Hekker supported educational efforts about the traffic safety initiative during last year’s NFL season. Through the Rams and State Farm relationship, each of Hekker’s punts downed inside the 20-yard line during the 2017 season triggered an on-air radio reminder to fans to drive safely and take the Vision Zero pledge at visionzero.lacity.org.

"Students should be able to get to school safely every day and make it home safely every night," said LADOT General Manager Seleta Reynolds. "LADOT teamed up with the LA Rams, State Farm, and L.A. Unified to inspire students be Safety Heroes and remind adults that they can save lives and be heroes too."

"L.A. Unified is proud to take the pledge with Los Angeles Mayor Eric Garcetti, Vision Zero/Safe Routes to School and Johnny Hekker, Los Angeles Rams punter, to host the Safe Routes to School Street Safety Hero Pledge," said L.A. Unified Chief Facilities Executive, Mark Hovatter. "Together with our partners, we emphasize how being a safe pedestrian and driving the speed limit saves lives."

WHO:
Rams All-Pro and Pro Bowl punter JOHNNY HEKKER
Rams Cheerleaders
LADOT General Manager, Seleta Reynolds
Councilmember, Bob Blumenfield (District 3)
L.A. Unified Board Member District 3, Scott M. Schmerelson



**WHEN & WHERE:**

Columbus Middle School located at 22250 Elkwood St, Canoga Park, CA 91304
Friday, May 18th from 1:50 PM – 2:45 PM

CONTACT:

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About SRTS

[Safe Routes to School Los Angeles](#) is a partnership with the City of Los Angeles and LAUSD to improve traffic safety for students on their way to school. Safe Routes is a program under Vision Zero, the City's goal to eliminate traffic deaths. The Street Hero Safety Pledge asked students to commit to being Street Safety Heroes by reminding parents and other drivers to check their speed, watch out for people walking and biking, and drive without distractions. Students who walk to school also committed to look left, look right, and look left again before crossing the street. This pledge is part of a series of Safe Routes education efforts to instill the values of road safety before students get behind the wheel of a car.

About State Farm®

The mission of State Farm is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams. State Farm and its affiliates are the largest providers of [auto](#) and [home](#) insurance in the United States. Its nearly 19,000 agents and approximately 65,000 employees serve more than 84 million policies and accounts – more than 81 million auto, fire, life, health and commercial policies, and more than 2 million bank accounts. [Commercial auto insurance](#), along with coverage for renters, business owners, boats and motorcycles, is available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 33 on the 2017 Fortune 500 list of largest companies. For more information, please visit <http://www.statefarm.com>.

About LADOT

LADOT leads transportation planning, project delivery, and operations in the City of Los Angeles. We work together and collaborate to deliver a safe, livable, and well-run transportation system in the city and region. Our vision is for all people in Los Angeles to have access to safe and affordable transportation choices that treat everyone with dignity and support vibrant, inclusive communities.

