



Cassidy Lego <cl0003@mix.wvu.edu>

You Alone Can Make Morgantown a Better Place

1 message

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Reply-To: Cassidy <cl0003@mix.wvu.edu>
To: cl0003@mix.wvu.edu

Tue, Oct 30, 2018 at 9:13 AM



**Help Mountaineers Stay Safe,
Seen, and Sure**



Dear Dr. Harker,

Safe, Seen, and Sure. Something all Mountaineers need to think about while walking around campus. However, some instances of tragedy are out of our control. Within the past year, a driver-pedestrian fatality shook the campus of West Virginia University.

21-year-old Leah Berhanu was struck and killed on Patteson Drive on the Evansdale campus.

May our University never feel the pain of another Mountaineer death. Families don't deserve to lose their child to an incident that could have been **easily prevented** by a raised crosswalk, walking bridge, or an updated crosswalk system.

The Pedestrian Safety Board strives to keep the pedestrians, mostly consisting of students and staff, safe from pedestrian-related harm, **unfortunately, we lack the proper funding** to update crosswalk technology as well.

We want to protect all Mountaineers at the best of our ability. And you can too. Never again do we want anyone on this campus to lose a friend, a daughter, a sister or a niece.

With your help, you can aid us in protecting Mountaineers and their friends and family from devastating accidents. You know think it won't happen to you until it does.

With your donation, the Pedestrian Safety Board will be able to carry out their goals of improving the safety of this campus. Your contribution would go towards the protection of the students, staff, and citizens of Morgantown, potentially **saving the life** of another friend, child, or sibling.

You are able to make Morgantown a better place. Dr. Harker, please consider clicking the link at bottom of the page to make our home a safer place for generations to come.

Thank you for your time, we hope to hear back from you soon!

Cassidy Lego
PR intern for Pedestrian Safety Board

Social Media:

As far as social media, I would mostly target Twitter due to the number of students who were outraged over the accident last year, as well as the specific need for a crosswalk outside of Pi Beta Phi. However, I would also post to facebook to get more of an adult audience.

"One Mountaineer death is more than enough- it never should have happened. The Pedestrian Safety Board wants to prevent pedestrian tragedy from ever happening again, but we need your help..."

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