



Public Service Announcement

Local Contact:

Winter Car Stranded – 60 sec.

Last year there were close to 17,000 accidents in Wisconsin on icy and snow-covered roads. Ready Wisconsin urges you to carry an emergency supply kit in your vehicle with blankets, a flashlight, shovel, booster cables, sand or cat litter to use for traction, and high-energy food. Try not to travel alone or at night, make sure someone knows your schedule and route, and stay off of back roads. If winter driving leaves you stranded, know what to do. Keep a charged cell phone with you, call 911 and stay with your car. Hang a brightly colored distress flag from your radio antenna or window. Conserve battery power. Run your heater just 10 minutes per hour, but keep a down-wind window slightly open to prevent carbon monoxide poisoning. Keep lights and exhaust pipe free of snow. At night turn on the inside light so work crews or rescuers can see you. Stay safe this winter. Be prepared. For more information go to Ready.wi.gov.

LOCAL TAG: A message from _____.