



NEWS RELEASE

RIVER FOREST POLICE DEPARTMENT

For Immediate Release

July 21, 2025

Media Contact: Chief James Greenwood

(708) 366-8500 ext. 329

jgreenwood@vrf.us

Illinois Association of Chiefs of Police Speed Awareness Day Campaign Law Enforcement Officers from Across Illinois Joining Forces to Combat Speeding

River Forest, IL – The River Forest Police Department is partnering with the Illinois Association of Chiefs of Police (ILACP) with the support of the National Highway Traffic Safety Administration (NHTSA), the Illinois Department of Transportation (IDOT), and more than 300 state, county and local law enforcement agencies for this year's ILACP "**Illinois Speed Awareness Day**" on **July 23, 2025**. Law enforcement agencies across the state will be stepping up traffic safety efforts to reduce speeding. Motorists can expect to see increased patrols looking for speeding, as well as other traffic violations.

This campaign is an effort to address the drastic increase in speed-related crashes and moving violations. According to the Illinois Department of Transportation, speeding is involved in 44.9% of all motor vehicle fatalities, 36.3% of all injury crashes, and 31.1% of all roadway crashes. *(2023 Illinois Crash Facts and Statistics)*

"Speeding is a choice that puts everyone at risk," said Chief Greenwood. "It reduces the driver's ability to steer safely around other vehicles, increases stopping distance, and can lead to more severe injuries if you are involved in a crash. We urge drivers to slow down and make the safe choice."

The Illinois Speed Awareness Day campaign has a two-fold approach: to combine effective community outreach to roadway users on the importance of obeying the speed limit, along with an increased zero-tolerance enforcement effort.

The goal of the campaign is to raise awareness and save lives. There is no reason to speed; it is unnecessary and endangers everyone on the road. It may get you there a bit faster, but if you obey the speed limit, you and your passengers will most likely arrive alive.

This speed education and enforcement effort is part of the Illinois Association of Chiefs of Police "Speeding Catches Up with You" speed awareness campaign. It also supports IDOT's broader "It's Not a Game" media campaign.