

**For immediate release**

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**Headline: Making a Difference**

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“Local illegal street racing involved crashes tend to steal the headlines. Often they are violent in nature and end with fatal and/or serious injury consequences,” said RaceLegal.com’s Executive Director Lydia DeNecochea.

“This situation is exacerbated by the fact that these events are not accidents; they are crashes that are totally predictable and preventable,” said DeNecochea.

While the attendant emotional devastation suffered by families and loved ones goes without saying, an often unmentioned fact is the devastating economic impact of these crashes.

Recent (2001) California Highway Patrol - Statewide Integrated Traffic Reporting System (SWITRS) data indicates that the economic cost of a fatal automobile crash is some \$2,700,000. A severe injury has a price tag of \$188,000., complaint of pain - \$20,000., and property damage weighs in at \$2,000.

**DeNecochea reports that, “utilizing the SWITRS death and injury cost estimates we can project that the 28 deaths and 102 serious injuries that have occurred in San Diego as a result of an illegal street racing involved crash since 2002 resulted in an economic impact of some \$77,436,000. And, that is just San Diego alone. Imagine the cost incurred when you include the state and entire nation.”**

San Diego initiated its “Closing the Loop” on illegal street racing intervention in 2002. This comprehensive grass-root community-based effort which involves the Qualcomm Stadium based RaceLegal.com track alternative to illegal street racing has produced positive results. “To date there has been a 99% decline in “organized” illegal street racing activity taking place in San Diego. In addition, a 98% reduction in illegal street racing related fatal and injury involved crashes has been achieved,” reports DeNecochea.

DeNecochea further reports that, **“additional data analysis utilizing the SWITRS formula for the four year period of 2003 – 2006 is even more impressive.** Utilizing 2002 as our baseline, and recognizing the 98% reduction in illegal street racing related fatal and injury involved crashes, **an aggregate economic savings of some \$162,088,000. has been achieved in San Diego alone.** The assumption is that at least 53 deaths and 101 serious injuries were prevented as a result of the local ‘Closing the Loop’ on illegal street racing intervention which includes the RaceLegal.com track alternative.”

Funding for the not-for-profit RaceLegal.com safer and sanctioned track alternative to illegal street racing was initially made possible by the California Office of Traffic Safety. Current funding is made possible by SONY Xplod and the Sycuan Band of the Kumeyaay Nation. Information about becoming a RaceLegal.com supporter can be found at [www.RaceLegal.com](http://www.RaceLegal.com) or by calling (619) 265–8159.

**Next race event at Qualcomm Stadium, tomorrow night (2-16-07) 6:00 pm to midnight.**