

# TODAY'S SUNBEAM

YOUR GOOD MORNING NEWSPAPER

191st Year, No. 291

USPS No. 358940

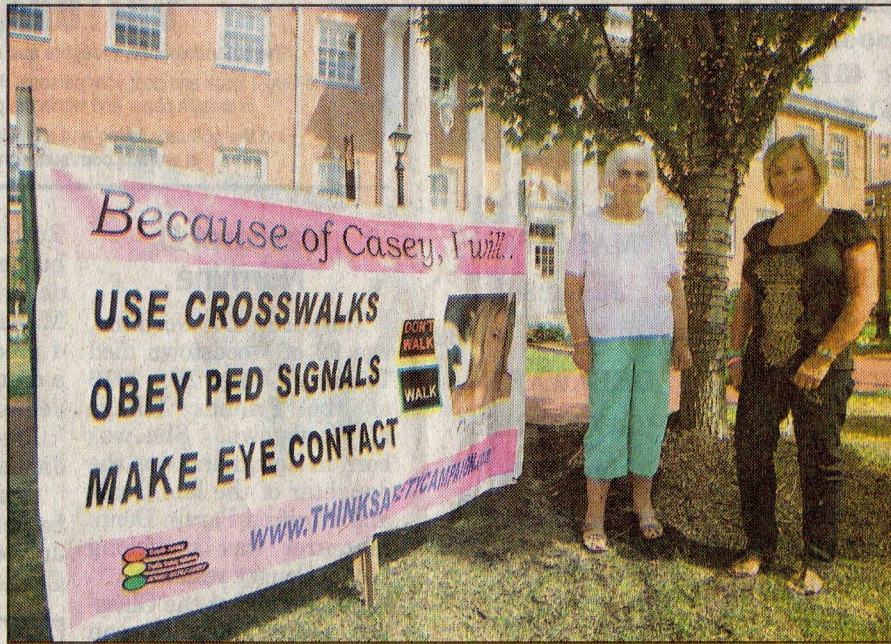
SERVING SALEM COUNTY, N.J., SINCE 1819, THURSDAY, JULY 1, 2010

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## Pink tree a memorial to crash victims

Family members of Casey Feldman, who was killed as a pedestrian in Ocean City, grandmother Winnie Anderson, left, and Aunt Janice Gallagher stand next to the newly dedicated Salem County Pink Remembrance Tree in front of the Salem County Courthouse.

Staff photo by  
Britney Lillya



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SALEM — Pink lights illuminated a tree in front of the Salem County Courthouse Wednesday afternoon, serving as a reminder and memorial to all people killed in motor vehicle crashes in Atlantic, Cape May, Cumberland and Salem counties.

The inspiration for this Pink Remembrance Tree came from the family of Casey Feldman — a 21-year-old Springfield, Pennsylvania resident who, as a pedestrian, was struck by a motor vehicle and killed in Ocean City on July 17, 2009.

The Feldman family decorated a tree in the yard of their home with more than 80,000 pink lights as a tribute to Casey's life. This tree has now become a symbol to remember all

(See PINK, Page A-5)





Staff photo by Britney Lillya

**South Jersey Traffic Safety Alliance Traffic Safety Specialist Wayne Shellton speaks during the dedication ceremony of the Salem County Pink Remembrance Tree, in front of the Salem County Courthouse Wednesday afternoon.**

## Pink: Tree memorial dedicated

(Continued from Page A-1) who have lost their lives in motor vehicle crashes.

Pink was Casey Feldman's favorite color.

Janice Gallagher, Casey's aunt, attended Wednesday's formal ceremony to dedicate a Salem County Pink Remembrance Tree, which sits near the pedestrian crosswalk on Market Street.

Gallagher, speaking on behalf of Casey's parents, said no one in her family ever expected to receive that phone call on July 17, 2009, explaining to them what had happened to Casey.

"No one expects that," she reiterated.

Gallagher said this tree lighting and poster initiative have already made a difference in the communities that have embraced it. She added this initiative is about awareness, and while Casey's name is attached to it, the tree and posters are really about everyone killed in motor vehicle crashes and promoting kindness and respect for pedestrians trying to cross the street.

The banner and post-

ers placed around the tree and near the courthouse said things like, because of Casey, I will use crosswalks, obey pedestrian signals and make eye contact.

"They say out of tragedy comes good," Gallagher said. "I guess this is the good."

After her death, Feldman's parents were instrumental in working with the New Jersey Legislature to amend state statute which has been changed and now requires motorists to come to a complete stop and remain stopped while pedestrians are crossing in marked and unmarked crosswalks at intersections. The new changes officially took effect on April 1.

Salem County Freeholder Director Lee Ware said the roadway and crosswalk in front of the courthouse sees a lot of traffic each day.

But, with the help of Salem City Police and the Salem County Sheriff's Office, Ware said both drivers and pedestrians have been kept safe while utilizing the roadway.

"It is all about awareness," he said of the safety

campaign, adding hopefully, through the fliers, lighted tree and signs, another tragedy like Casey's can be prevented.

In addition to Casey's aunt, her grandmother, Winnie Anderson, county officials, Salem Police, members of the county sheriff's office and local residents attended the ceremony.

Wayne Shelton, of the South Jersey Traffic Safety Alliance, said during the ceremony that traffic safety is truly a partnership.

He stressed the importance of being an alert driver, saying it only takes a minute for a tragedy like this to happen. Shelton said he hopes this tree will serve as a reminder of what a dangerous place highways can be.

Shelton said many of these trees already exist in New Jersey and added more will be dedicated in the near future, including one in Millville, Cumberland County.

For more information on the Pink Remembrance Tree campaign or Casey Feldman, visit **www.caseyfeldman.com**.