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### Atlantic County Pink Remembrance Tree dedicated to those who died in motor vehicle collisions



Written by STAFF REPORTS

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Atlantic County Government, along with the South Jersey Traffic Safety Alliance and Feldman family, lit the County's Pink Remembrance Tree 8 p.m. Thursday, July 8.

The tree stands in front of the county building at 201 S. Shore Road, Northfield, with a banner reminding motorists to stop for pedestrians.

Freeholder Chairman James Curcio thanked the Feldman family for the work they have done and stressed the need for all persons who use county roadways, motorists and pedestrians to be alert, courteous, and share individual responsibility for traffic safety.

Casey Feldman was struck and killed by a motorist while crossing a street July 17, 2009 in Ocean City while on her way to a waitressing job on the boardwalk. Feldman was a senior at Fordham University majoring in communication and media studies.

Joel Feldman met with legislators and highway traffic officials during the past year to promote changes in New Jersey's pedestrian safety law. The new law went into effect April 1 and requires motorists to stop and remain stopped for pedestrians as opposed to simply yielding to them.

For the holidays, the family decorated a 300-year-old sycamore tree on their Springfield, Pa. property with 18,000 pink lights as a tribute to Casey. The tree has gotten much attention and provided the family with such comfort, that they have decided to promote it as a traffic safety tree.

"Pink was Casey's favorite color and the lights represent her sparkling personality," Dianne Anderson, Casey's mother said. "While I originally just envisioned it for the holidays, it has remained lit and I now can't imagine coming home and not seeing it."

"Our hope is that people will see the trees and slow down, or get off the phone or buckle up," Joel Feldman said. "There are just too many people dying on our roadways and it is not acceptable because they are preventable."

The South Jersey Traffic Safety Alliance is using Casey's story as part of their summer campaign called Think Safety. Teresa Thomas, program manager, said, "By using the photo of Casey we are adding a human element which we hope reaches people enough that they start to drive more safely."

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