



Funeral Service  
"Family Serving Families"

338-344 Conklin Ave  
Binghamton, NY 13903  
607.724.1415



[www.savagefs.com](http://www.savagefs.com)



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The **BLUE LIGHT CHOOSE RIGHT** campaign is designed to increase awareness among motorists about the courtesy of pulling over to the right to allow emergency responders to pass. As you know, many drivers are not aware or don't understand that a blue flashing light is a volunteer emergency person responding to an emergency call.

Peter Savage, owner of Savage Funeral Service and also a 6 year interior firefighter with a local volunteer fire company was inspired by experience to create and launch the **BLUE LIGHT CHOOSE RIGHT** campaign. The goal is to raise the awareness of a blue light alerting motorist to the emergency responder. The hope is that if a driver thinks about the possibility that it could be a member of their family in need of emergency services, those precious moments saved by pulling over to the right and letting the responder pass, and could save a life or their home.

Your support as well as the support of your department in the **BLUE LIGHT CHOOSE RIGHT** campaign is greatly appreciated. We would also request and appreciate any ideas that you may have to help further the success of this important campaign.

We are launching the campaign by selling **BLUE LIGHT CHOOSE RIGHT** bumper stickers (pictured above). The stickers will raise awareness and additional funding that will be used 100% to promote the **BLUE LIGHT CHOOSE RIGHT** campaign through billboard, television and print advertisements. The initial costs for design, set up, printing, and mailing costs are being donated by Savage Funeral Service in Binghamton and Savage-DeMarco Funeral Service in Endicott.

Enclosed is a Blue Light Choose Right bumper sticker, if members of your station would like to purchase stickers, \$3.00 each, call 724-1415.

Sincerely,

Sharon Platt  
Pursuit of Excellence Coordinator  
Savage Funeral Service / Savage-DeMarco FS



*New York State's Only Gold Eagle NFDA Service Award Funeral Home*