

THE RAKSHA WALK

Purgatory Creek Park Eden Prairie, MN August 17, 2008

- 11 a.m.-Noon Registration and silent auction
- Noon The 2.4-mile walk
- 12:30-1 p.m. Refreshments, raffles, music
- 1 p.m. Program:
Vijay Dixit - Shreya R. Dixit Memorial Foundation chair, representative from Minnesotans for Safe Driving, raffle drawing and silent auction winners announced
- 1:15 p.m. Vigil: Raksha Bandhan
Tying of a ceremonial thread/band with the promise to protect other drivers by keeping eyes and mind on the road



RAKSHA BANDHAN

The festival of Raksha Bandhan means 'bond of protection.'

It is observed in India on this weekend to honor the bond between a brother and a sister. Over years, however, the ritual has transcended the confines of a narrow family relationship and has come to represent the strengthening of social bonds among members of the community.

We observe Raksha Bandhan on this day with the promise that we will protect each other on the road by practicing and promoting distraction-free driving.

EVENT PARTNERSHIPS

MINNESOTANS FOR SAFE DRIVING

Minnesotans for Safe Driving is a nonprofit organization dedicated to assisting all victims of unsafe driving and educating the public to the dangers of impaired driving. The fatality rate from crashes in Minnesota and across the nation is increasing at an alarming rate. Minnesotans for Safe Driving offers victim services 24 hours a day, seven days a week to help victims of traffic crashes involving unsafe driving behavior. The organization also works to change the mindset in Minnesota regarding non-alcohol related crashes caused by speeding, aggressive driving and inattentive driving.

www.minnesotansforsafedriving.com

CHILDREN'S CULTURE CONNECTION

Children's Culture Connection is a nonprofit organization that helps children (and adults!) discover the richness of the world's many cultures through unique educational and entertaining activities. Our mission is to help people develop an appreciation for other cultures, to foster cultural awareness within our multiracial communities and to help at-risk children throughout the world.

www.childrencultureconnection.org

EVENT SPONSORSHIPS



THE RAKSHA WALK

A CAMPAIGN
FOR DISTRACTION-FREE DRIVING

2008

HOSTED BY THE
SHREYA R DIXIT MEMORIAL FOUNDATION

www.shreyadixit.org

I PROMISE TO PROTECT YOU

THROUGH MINDFUL DRIVING.

Nearly 500 Minnesotans died on the highway in 2006. Speed and driver inattention were the leading factors in the crashes. As drivers, we all have the responsibility to recognize that by driving carelessly, we are putting each other's lives at risk.

On this day, we will take the time to remember those hundreds of lives that were lost in moments of distraction on the road. We will bear in mind the tens of thousands who were injured in crashes during the past year. And we will have the opportunity to examine our own driving habits and make a promise to protect each other on the road through our own mindful driving.

On this day, we will walk.

A LOOK AT THE NUMBERS...

43,443 people were killed in motor vehicle crashes in the U.S. in 2005.

That's **119** people killed every day —
5 people killed every hour.

The total number of people killed represents a **1.4** percent increase from 2004 and the highest level killed since 1990.

In the same year, **2,699,000** people were injured in motor vehicle crashes.

Source: National Highway Traffic Safety Administration

SHREYA R. DIXIT MEMORIAL FOUNDATION

MISSION

To keep Shreya's legacy alive, the Shreya R. Dixit Memorial Foundation will support causes that reflect her passions, character and spirit. The foundation will grant annual college scholarships, as well as fund projects to promote safe driving practices and support initiatives benefiting children of developing countries.

SHREYA'S STORY

On September 16, 1988, God rewarded Shreya's parents, Vijay and Rekha, with a baby daughter. They aptly named her Shreya, a Sanskrit word for "Reward" or "Recognition." They presumed this gift was theirs to keep. But on November 1, 2007, while she was a passenger in a car on her way home from college, Shreya's life was ended during a moment of distraction.

Shreya had shared with those she loved her vision for the future. After pursuing an international business degree at the University of Wisconsin-Madison, her dream was to travel the world and seek opportunities to make the world a better place. While these dreams were cut short, in her 19 years, Shreya's vibrancy and loving spirit touched all those who knew her in ways that left them changed.

It is the ardent wish of her family and friends that Shreya's legacy lives on.

"LOVE IS HOW YOU STAY ALIVE,
EVEN AFTER YOU ARE GONE."

MORRIE SCHWARTZ



REGISTRATION INFORMATION

Register online at www.shreyadixit.org.
Or day of the walk registration begins at 11 a.m.

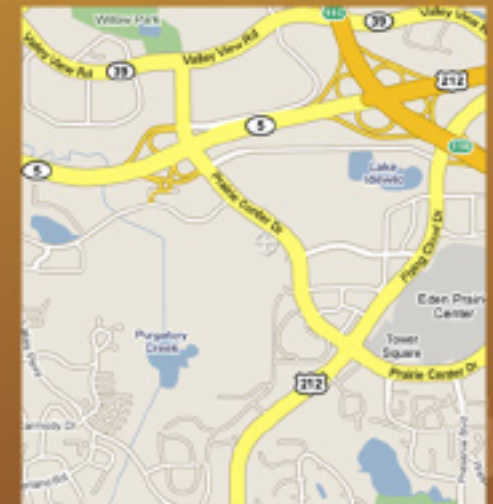
SUGGESTED DONATION PRICE- \$21 PER WALKER*

All participants will receive a complimentary Raksha Walk T-shirt, refreshments and water at the event. Cold Stone and Culver's ice cream will be served following the walk.

*It is customary in India to give donations ending in the number one because the number one signifies a beginning. Numbers ending in zero represent an end. With your donation ending in the number one, the Shreya R. Dixit Memorial Foundation hopes to grow and flourish.

TO PURGATORY CREEK PARK

13001 TECHNOLOGY DR., EDEN PRAIRIE



DIRECTIONS: Take Highway 5 west from 494 in Eden Prairie. Exit at Prairie Center Drive, the first exit after 494, and then turn right (south) at the stoplight. You will see the Purgatory Creek Recreation Area pavilion and trailhead on the right, at the south intersection of Technology Drive and Prairie Center Drive.

For more information contact: Kari Foley, 612-269-0137
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