

New Cycling Awareness Campaign Applauded by New York Personal Injury Lawyers

A public-service ad campaign reminds cyclists “Don’t be a jerk” when riding their bikes on New York City streets shared with drivers and pedestrians.

NEW YORK, NEW YORK — December 15, 2010 – New York City officials are sending a message to cyclists who willfully disregard traffic laws and increase the risk of [personal injury to pedestrians](#) and to other cyclists.

“Don’t be a jerk,” reads the ad slogan that will be featured on public-service campaigns for radio, television, emails, and billboards. The campaign’s purpose is to combat problems New York City is facing by having many more cyclists on the streets. One of those problems is an increase in the number of [New York personal injury cases](#). This initiative should be supported by [New York personal injury lawyers](#).

DOT statistics show a 109 percent increase in everyday bike commuters. Numbers have risen from 8,499 a day in 2006 to 17,451 today. This increase has likely led to a rising number of cyclists who break the laws in New York. Personal injury lawyer David Perecman confirms that bicycle and [pedestrian accidents](#) can often result from bicyclists racing through red lights, cyclists who ride on sidewalks, and wrong-way cycling, among other actions.

In the past year, the New York Police Department has issued 7.2 percent more summonses to cyclists in 2010 than in 2009. Lax law enforcement has been a griping point for drivers, pedestrians, cyclists and this [New York personal injury lawyer](#).

“If you are one of the millions of pedestrians sharing New York City streets and sidewalks with bicyclists, you are probably well aware that a [serious personal injury accident](#) could be waiting for you any time you leave a building. A [pedestrian hit by a bicycle](#) can suffer serious injuries in New York.” personal injury lawyer, Perecman, said.

There were 19 cyclist fatalities in the city through the end of October, seven more than in all of 2009. In the same period, 3,505 bikers were injured in crashes with autos and other motor vehicles, more than last year's total and up 20% compared to the first 10 months of last year.

Cyclists or pedestrians who have suffered a [personal injury in a bicycle accident](#), should [consult an expert New York personal injury lawyer](#) at The Perecman Firm.

About David Perecman and The Perecman Firm, PLLC:

For the past 30 years, the personal injury accident, auto accident, construction accident, and medical malpractice lawyers at The Perecoan Firm, PLLC have championed all types of cases concerning personal injury. David Perecoan, founder of the Firm, is a Board Director and the past Secretary and Treasurer of the New York State Trial Lawyers Association (NYSTLA) and a chair of its Labor Law Committee. Mr. Perecoan's achievements have brought him recognition as an Honoree in the National Law Journal's Hall of Fame, in New York Magazine's "The Best Lawyers in America" and The New York Times Magazine "New York Super Lawyers, Metro Edition" for the years 2007-2010.

<http://www.hrw.org/en/reports/2010/12/02/price-freedom>

The Firm has recovered millions of dollars for its clients. Among the more recent victories, Mr. Perecoan won a \$15 million verdict* for a construction accident, a \$5.35 million dollar verdict** for an automobile accident, and a \$40 million dollar structured settlement for medical malpractice***.

*later settled while on appeal for \$7.940 million

** later settled for \$3.5 million

*** total potential payout

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