



PRESS RELEASE

FOR IMMEDIATE RELEASE: ForMak Honors Taco John's and Microsoft for Donations to HAWK Systems During Crosswalk Lighting Memorial

Cheyenne, Wyoming — October 25, 2024

ForMak, a dedicated advocate for pedestrian safety, will proudly recognize Taco John's and Microsoft for their generous contributions towards installing the HAWK (High-Intensity Activated Crosswalk) systems during a crosswalk lighting memorial. The lighting will be held in Cheyenne on November 7, 2024 at 3:30 p.m. at the crosswalk on the corner of Western Hills Blvd and Moccasin Ave. The event, conducted to honor the life of Makaili "Mak" James Evans, aims to benefit the children in the community by improving crosswalk safety and updating the Safe Routes to School program plan.

The memorial will serve as a poignant reminder of the need for ongoing safety improvements, particularly near school zones, to help prevent pedestrian-related incidents. The contributions from Taco John's and Microsoft has supported the advancement of the HAWK systems, which enhance crosswalk visibility and provide safer pathways for students by making crosswalks more noticeable to drivers.

Janelle Jones, President of ForMak and mother of Makaili, expressed gratitude for the community's support: "ForMak extends its heartfelt appreciation to Taco John's, Microsoft, and all who are coming together for this important cause. Honoring Makaili's memory in this meaningful way will help safeguard young pedestrians and reinforce our commitment to providing safe walking routes for all children."

The event's special guests will include the Mayor of Cheyenne, Patrick Collins, and LCSD#1 Superintendent Dr. Stephen Newton. Representatives from Taco John's and Microsoft are invited to attend, further underscoring their dedication to positively impacting the community.

The new HAWK systems feature signalized beacons that activate when a pedestrian is present, significantly reducing the risk of accidents. Both of these systems serve the children walking to and from school on Western Hills Blvd. for McCormick Jr. High and Pershing Blvd. for Baggs Elementary School.

Tyler Earwood, Technical Program Manager from Microsoft commented, "Partnering with ForMak to use innovative technology for public safety, especially for students, is central to our community efforts. We are proud to support an initiative that creates safer routes for children and honors a cherished life."

ForMak remains committed to improving crosswalk safety for children through community outreach, education, and the implementation of modern safety measures. The organization encourages further partnerships and contributions to expand the Safe Routes to School Program and other initiatives aimed at protecting young pedestrians.

For more information about ForMak, the Safe Routes to School Program, or how to support their mission, please visit Formak307.com.

About ForMak

ForMak is dedicated to promoting pedestrian safety and raising awareness about road safety issues. Through advocacy, education, and technology-driven solutions, ForMak strives to create safer walking environments for all community members, especially children, in memory of Makaili "Mak" James Evans.

Media Contact

Janelle Jones
President, ForMak
Formak.307@gmail.com

#####

P.O. BOX 21997
CHEYENNE, WY
82003

formak307.com

BOARD MEMBERS

Janelle Jones
President

Sheri Heaton
Vice President

Heather Frauendienst
Treasurer

Antoinette Brown
Secretary

Tracy Federer
Kathryn Grill Hoeppele
Linda Icenhower

