

Rice & Kendig Injury Lawyers Joins Local Riders To Promote “Look Twice” Safety During Motorcycle Safety Awareness Month

Shreveport, Louisiana Jun 5, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Rice & Kendig Injury Lawyers is marking Motorcycle Safety Awareness Month by teaming up with local riders to promote one clear message across Northwest Louisiana: look twice for motorcycles before turning, changing lanes, or pulling into traffic. May is recognized as Motorcycle Safety Month, and federal safety data shows motorcyclists remain heavily exposed on American roads.

In 2023, **6,335 motorcyclists were killed** in traffic crashes nationwide, accounting for **15%** of all traffic fatalities.

The firm’s May campaign centers on the same problem riders mention after serious crashes: the driver says they never saw the motorcycle. That split second can leave a rider with life-changing injuries, a totaled bike, months of medical care, and a long financial recovery. Rice & Kendig Injury Lawyers says the answer starts with habits that drivers can use every day on Shreveport streets, at busy intersections, and in lane-change traffic.

“Too many [motorcycle accidents](#) start with the same excuse — the driver looked, but did not truly see the rider,” said [J. Marshall Rice](#), Managing Partner of Rice & Kendig Injury Lawyers. “Motorcyclists have the same right to use Louisiana roads as anyone else, and drivers need to treat that seriously every time they turn, merge, or pull out into traffic. This month, we are urging people to slow down, check twice, and give riders the room and attention they need.”

Where Drivers Most Often Fail to Spot a Motorcycle

Motorcycles are easier to miss than larger passenger vehicles, especially when a driver is turning left, checking for cross-traffic, or switching lanes too quickly. That smaller visual profile can make a motorcycle easier to overlook in everyday traffic, and a split-second mistake can lead to serious consequences.

Common danger moments: Turning left, blind-spot checks, and fast lane changes.

[NHTSA](#) says both drivers and riders can cut crash risk by staying distraction-free, obeying speed limits, staying sober, and paying close attention to one another. The agency also urges drivers to yield to motorcyclists at intersections, while riders are urged to wear **DOT-compliant helmets**, use **high-visibility gear**, and complete **rider education courses**.

Rice & Kendig Injury Lawyers says those reminders matter in Northwest Louisiana, where local riders often face a mix of city traffic, highway merges, uneven road conditions, and drivers who are simply not watching for smaller vehicles. The firm’s outreach this month will focus on practical road-sharing habits to reduce preventable collisions.

The Safety Habits Rice & Kendig Is Promoting This Month

Drivers and riders do not need a new law or a new slogan to make roads safer. They need better habits behind the wheel and on the bike.

Rice & Kendig Injury Lawyers is urging motorists across the Shreveport-Bossier area to keep these steps in mind:

- Check mirrors and blind spots twice before every lane change or turn.
- Give motorcycles a full lane and never crowd them at stoplights or in traffic.
- Put your phone away and keep both eyes on the road.
- Use turn signals early so riders have time to react.
- Watch for motorcycles at intersections, especially before turning left.
- Ride sober, drive sober, and respect speed limits.
- Wear a DOT-compliant helmet and visible protective gear when riding.

Rice & Kendig Injury Lawyers also encourages riders and families to talk openly about road safety before weekend rides, group events, and summer travel. A quick reminder before the ride starts can matter just as much as what happens after a crash.

Rice & Kendig Teams Up with Local Riders in Shreveport

The campaign is part of Rice & Kendig's public-safety work in Northwest Louisiana. The firm handles injury and [wrongful death](#) cases tied to motor vehicle crashes, including high-value collision matters involving [catastrophic injuries](#) and fatal losses. This casework has shaped the firm's perspective on safety education alongside legal representation.

"Motorcycle Safety Awareness Month should not be treated like background noise," Rice added. "It is a chance to remind every driver in this region that riders are our neighbors, our friends, and our family members. If more drivers look twice, more riders get home."

Media Contact

Rice & Kendig Injury Lawyers

*****@ricekendig.com

318-222-2772

912 Kings Highway

<https://ricekendig.com/>

Source : Rice & Kendig Injury Lawyers

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