

**This model press release is provided by the American Road & Transportation Builders Association and the National Work Zone Safety Information Clearinghouse**

FOR IMMEDIATE RELEASE  
April 6, 2001

Contact:           Name  
                          Phone #

## ***(Organization Name)* Urges Motorists To “Stay Alert”** **National Work Zone Safety Awareness Week Kicks Off Today**

(Home town) – As the busy construction season gets underway, the *(name of organization)* is calling on motorists to pay special attention and drive carefully through road construction sites. Vehicle accidents in highway construction zones are a serious public health problem. In 1999, 868 people were killed and 51,000 were injured in accidents at these sites.

*(Name of organization)* is joining other national organizations such as the American Road & Transportation Builders Association, Federal Highway Administration, American Association of State Highway & Transportation Officials and American Traffic Safety Services Association, to promote National Work Zone Awareness Week, April 9-13.

In 1998, Congress approved the Transportation Equity Act for the 21<sup>st</sup> Century, which provides a record level of investment over six years to make badly needed repairs to our nation’s highway, roads, and bridges. That could mean as much as a 66 percent increase in the number of road construction sites nationwide.

To help drivers navigate safely through these sites, *(name of organization)* has the following tips:

- **STAY ALERT!** Dedicate your full attention to the roadway.
- **PAY CLOSE ATTENTION!** Signs and work zone flaggers save lives.
- **TURN ON YOUR HEADLIGHTS!** Workers and other motorists must see you.
- **DON’T TAILGATE!**
- **DON’T SPEED!** Note the posted speed limits in and around the work zone.
- **KEEP UP WITH THE TRAFFIC FLOW!**
- **DON’T CHANGE LANES IN THE WORK ZONE!**
- **MINIMIZE DISTRACTIONS!** Avoid changing radio stations and using mobile phones while driving in the work zone.
- **EXPECT THE UNEXPECTED!** Keep an eye out for workers and their equipment.
- **BE PATIENT!** Remember the work zone crew members are working to improve your future ride.

For additional information about how you can improve safety in roadway construction zones, contact the National Work Zone Safety Information Clearinghouse via toll-free phone (1-888-447-5556), on the Internet at <http://wzsafety.tamu.edu>, fax (979-845-0568), or e-mail ([workzone@tamu.edu](mailto:workzone@tamu.edu)).

*(Information about organization)*

###