



Connecticut's Work Zone Safety Awareness Week, April 2-6, 2007



2007 CAMPAIGN HIGHLIGHTS

- **Kickoff Event:** 2 p.m. on April 4, 2007 at I-84 Rest Area in Southington, CT
Featuring: Governor M. Jodi Rell
Campaign Partners in Attendance, Work Zone Safety Awareness Committee Booth, Media Kits, Local and State Police enforcement teams, DOT Work Zone Safety Memorial display.
- **Campaign Theme** **DON'T ZONE OUT- Pay Attention or Pay Double**
- **Media** Additional messages related to campaign themes will be displayed on buses, billboards and posters. Posters provided to Town Halls, Libraries, High Schools, Rest Areas, Truck Stops, Train Stations, Airports, DMV Offices, and Police Facilities.
- **Tourist Attractions** Harkness Memorial State Park, Rocky Neck State Park, Hammonasset State Park, Silver Sands State Park, Sherwood Island State Park, Black Rock State Park, Dinosaur State Park, Nutmeg State Games in Bridgeport, New Britain Rock Cats, Mystic Seaport and the Travelers Championship (PGA TOUR) Mohegan Sun casino, Bridgeport Bluefish ballpark. Additional sites and events will be announced.
- **Public Service** Airing on Radio and Television Stations Statewide and airing safety message at selected gas stations.
Announcements Primarily First Two Weeks of April and September
- **Traveler Information:** "Work Zone Safety Week/Slow Down For Work Zones" Messages On Variable Message Signs & Highway Advisory Radio (HAR)
Rest Area Signs Advising "Slow Down for Work Zones"
Advertisements with commuter services and travel publications
- **Utility Companies & Contractors** Coalition with utility companies and contractor associations with several companies including work zone safety messages in monthly bills or newsletters.
- **Internet:** Visit Connecticut DOT site at www.ct.gov/dot
Visit National Work Zone Clearinghouse <http://wzsafety.tamu.edu/>
Visit Federal Highway Administration at <http://safety.fhwa.dot.gov>
- **Other Events:** CT Construction Career Day, Annual Paving Conference, DOT Exhibits, Schools and Training Seminars

2007 Campaign Partners

Connecticut Department of Transportation, Connecticut Department of Public Safety, Connecticut Department of Motor Vehicles, Federal Highway Administration, Connecticut Police Chiefs Association, Connecticut Construction Industries Association, Connecticut Department of Environmental Protection- Parks and Recreation, Travelers Championship, Motor Transport Association of Connecticut, Conn. Department of Public Utility Control, Connecticut Transit, Connecticut Utility Companies, Reflexite Americas, Outdoor Advertising Association of Connecticut