

March 23, 2015

FOR IMMEDIATE RELEASE

## America's Transportation Workers: The Beating Heart of Mobility

The Nebraska Department of Roads (NDOR), in cooperation with the American Traffic Safety Services Foundation (the Foundation), join advocates nationwide to urge motorists to recognize and respect the moms and dads, sons and daughters, neighbors and friends who work on Nebraska's roadways. **March 23-27 is National Work Zone Awareness Week**, established to draw attention to the benefits and risks inherent in the work conducted on America's roadways.

Hundreds of times each year, motorists distracted, speeding, or otherwise unable to control their vehicles stray into work zones, which are created according to engineered designs, with numerous and often innovative arrays of safety equipment, by personnel trained in the safe conduct of heavy highway construction and maintenance work. NDOR and the Foundation urge motorists, as they approach a highway work zone, to think first of the real people behind the lights and cones and barrels. Drivers are also encouraged to consider their own safety: more than 80% of those killed in road work zone crashes are motorists.

Work zones, while essential for maintenance, construction and operation of safe roads and bridges, can present a challenge for both road workers and vehicle drivers. "But we cannot get behind the steering wheel for you. Highway workers have to trust that you will heed the signs, barricades, cones, and message boards that are their only protection," says national Foundation President Sue Reiss.

#MORE#



The American Traffic Safety Services Foundation is an educational and charitable organization affiliated with the American Traffic Safety Service Association (ATSSA), which joins other traffic safety advocates in moving “Toward Zero Deaths” on America’s roadways. The Foundation sponsors the National Work Zone Memorial, provides scholarships for the dependents of roadway workers killed or permanently disabled in work zone crashes, and works to raise awareness of the need to protect and respect America’s transportation workers. For more information, visit [www.atssa.com](http://www.atssa.com) and click on “The Foundation.” ATSSA represents the road safety, traffic safety, and highway safety industry with effective legislative advocacy, traffic control safety training, and a far-reaching member partnership.

For more information on this year’s National Work Zone Awareness Week, visit [http://www.ops.fhwa.dot.gov/wz/outreach/wz\\_awareness.htm](http://www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm), follow @USDOTFHWA on Twitter, or search trending topics #NWZAW and #safeworkzones.

#NDOR#

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NR1-PS

Graphics Attached





# Safety Is No **ACCIDENT**

*Don't Take Risks in  
Work Zones!*

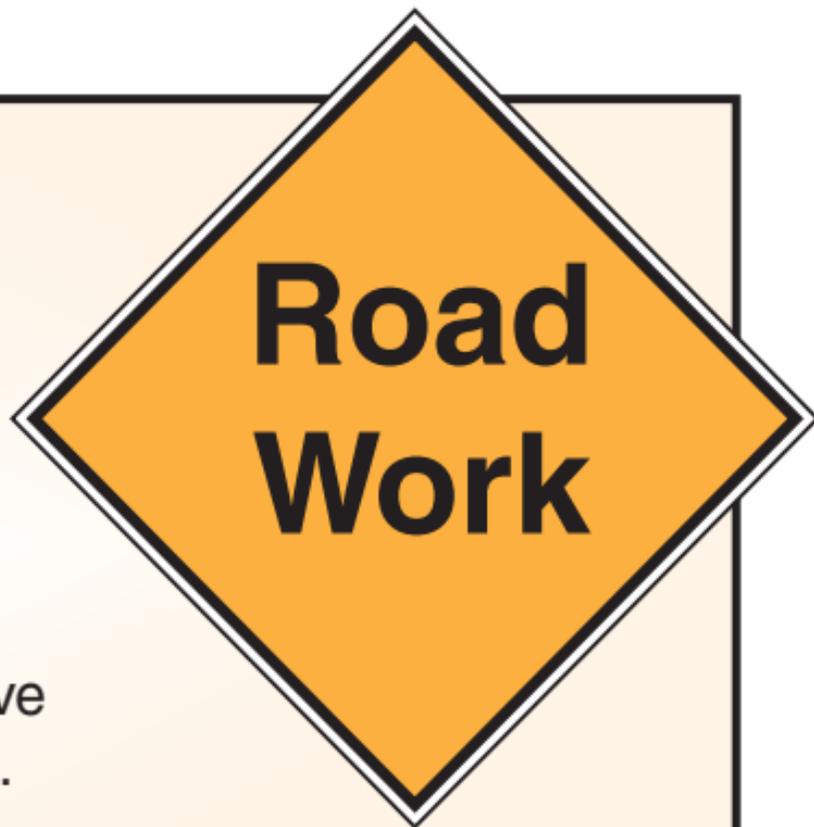


Road  
Work  
Ahead

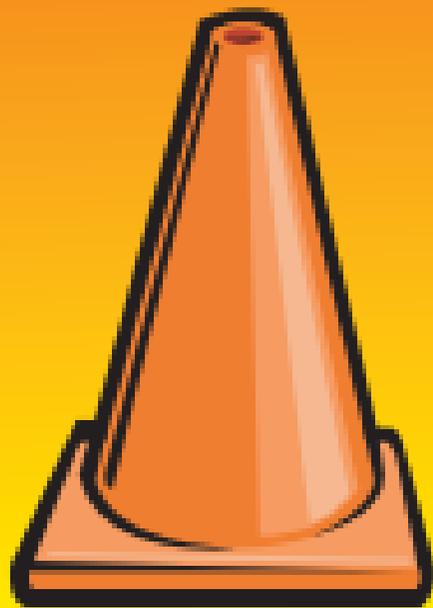


***This Diamond  
is a Worker's  
Best Friend***

During this construction season,  
please be extra careful and attentive  
when approaching roadwork zones.



**Please Drive Smart in Highway Work Zones.**



# **Drive Smart in Work Zones!**

[www.roads.nebraska.gov](http://www.roads.nebraska.gov)

