



NORTH TEXAS TOLLWAY AUTHORITY

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## **NTTA Now on Facebook**

*Social media network to help communicate tollway-related information*

**Plano, TX** – The North Texas Tollway Authority (NTTA) is now using social media technology – a national trend in the communications industry – to inform customers and motorists about its toll road initiatives, projects and construction-related activity.

In April, the NTTA joined Facebook, one of the most popular and free social online networks worldwide. The NTTA page offers real-time information on lane closures, project updates, events and more to customers, motorists, or anyone interested in keeping up with the NTTA.

"Social media is a great, cost-effective way to provide our customers and stakeholders with information on our roads and projects," said Kim Jackson, NTTA director of communications. "In fact, many major companies and elected officials today are utilizing some type of social media to communicate with customers and/or constituents."

Becoming a "fan" of the NTTA Facebook page is easy and free. Registered Facebook users can simply visit their own page, conduct a search for the North Texas Tollway Authority, and then follow the prompts. Once users become a fan of the NTTA, they will receive regular feeds containing project updates, traffic advisories, news releases and more.

For more information about the NTTA, visit [www.ntta.org](http://www.ntta.org).

### ***About the NTTA***

The North Texas Tollway Authority, a political subdivision of the state of Texas, is authorized to acquire, construct, maintain, repair and operate turnpike projects in the north Texas region. The nine-member governing board is comprised of Chairman Paul N. Wageman; Vice Chairman Victor Vandergriff; and Directors Kenneth Barr, Gary Base, Bob Day, David Denison, Michael Nowels, Bob Shepard and Alan E. Sims.

The NTTA serves Collin, Dallas, Denton and Tarrant counties and is responsible for the NTTA System, consisting of the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge and the Mountain Creek Lake Bridge. The NTTA is able to raise capital for construction projects through the issuance of turnpike revenue bonds. NTTA toll projects are not a part of the state highway system and receive no direct tax funding. Tolls are collected to repay debt and to operate and maintain the roadways.

Visit the NTTA Web site at [www.ntta.org](http://www.ntta.org) or call 214-461-2000 for additional information about the NTTA. For customer service, please call 972-818-NTTA (6882).

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