



NORTH TEXAS TOLLWAY AUTHORITY

5900 West Plano Parkway, Suite 100, Plano, Texas 75093

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FOR MORE INFORMATION, CONTACT:

Susan M. Slupecki
Asst. Public Information Officer
214-224-2481 (O); 214-883-7589 (C)
sslupecki@ntta.org

NTTA'S "SafeT Buzz" Campaign Targets Roadway Safety

Campaign Debuts at Addison's Oktoberfest This Weekend

Plano, TX – The North Texas Tollway Authority (NTTA) will launch its new SafeT Buzz campaign -- a year-round program designed to promote roadway safety and mobility -- during Addison's Oktoberfest 2009 Friday, Sept. 18.

The grassroots effort includes public outreach events and educational material and incorporates town hall meetings, safety forums, special events and contests.

"Safety is our primary concern," said NTTA Executive Director Allen Clemson. "Through the campaign, we aim to help people be prepared, improve their own safety and encourage motorists to understand and avoid the many dangers they might face on the road."

On Friday, the NTTA will work with Texas Department of Public Safety (DPS) troopers as they offer Oktoberfest attendees the chance to experience a drunk-driving simulation through specially-designed goggles. The goggles simulate the level of impairment drivers experience under the influence of alcohol or illicit drugs.

"The drunk driving simulation allows people to see the dangers of drinking and driving," said DPS Lt. Tim Caradine. "Through awareness and training, our intent is to curb that behavior before it happens on the roadway causing injury, damage or loss of life."

The NTTA also recently began working with Mothers Against Drunk Driving (MADD) to communicate the dangers of drunk driving and, in turn, enhance safety on NTTA roadways. The initiative kicked off with the NTTA's "Safe Driving Tour," an eight-week campaign consisting of on-air, online and on-site promotions aimed at eliminating drunk driving in the Dallas/Fort Worth metroplex.

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 or call 214-461-2000 for additional information about the NTTA. For customer service, please call 972-818-NTTA (6882).

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