

NTTA RECEIVES INTERNATIONAL AWARD FOR ANTI-TEXTING PREVENTION EFFORTS *Red Thumb Program Gains Recognition*

PLANO, Texas – Sept. 20, 2017 – The North Texas Tollway Authority (NTTA) has been recognized with a global excellence award for social responsibility from the [International Bridge, Tunnel and Turnpike Association \(IBTTA\)](#) for its “Red Thumb” anti-texting-and-driving efforts.

IBTTA, the largest worldwide tolling association, describes the award winners as “revolutionizing mobility for drivers around the globe by implementing cutting-edge solutions to 21st century transportation challenges.”

“Safety is NTTA’s top priority,” NTTA board Chairman Kenneth Barr said. “We are proud to be recognized for our efforts to help end distracted driving and we hope this award convinces others to put down the phone and drive.”



Driving distractions fall into three fundamental categories: visual (eyes off the road), manual (hands off the wheel) and cognitive (mind off the road). Texting while driving is especially dangerous as it combines all three bad behaviors. At any given moment, 660,000 drivers across America are doing it.

This scenario spurred NTTA into action in 2015, with a safety campaign called “Spreading Awareness of the Dangers of Driving ‘Intoxicated’,” urging drivers to make some part of their thumbs red as a reminder to keep their hands on the wheel and eyes on the road at all times.

NTTA and dozens of municipal, transportation and community partners have distributed more than 100,000 NTTA-branded red thumb bands bearing the reminder ‘W82TXT.’

See a video about NTTA’s Red Thumb program [here](#).

The award was presented to NTTA during IBTTA’s 85th Annual Meeting and Exhibition Sept. 10-12 in Atlanta.

Click the following links for more information about [NTTA’s Red Thumb campaign](#) and [safety initiatives](#).

About 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 across the North Texas region. The [nine-member board](#) is comprised of Chairman Kenneth Barr; Vice Chairman Bill Moore; and Directors William D. Elliott, Moji Haddad, John Mahalik, Michael Nowels, George "Tex" Quesada, Carl O. Sherman and Jane Willard.

NTTA serves Collin, Dallas, Denton, Tarrant and Johnson counties and owns and operates the Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, Addison Airport Toll Tunnel, Lewisville Lake Toll Bridge, Mountain Creek Lake Bridge and Chisholm Trail Parkway. NTTA raises 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.

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