

TOWN OF FAIRVIEW DECLARES NTTA “RED THUMB” DAY

PLANO, Texas – April 3, 2019 – During the Town of Fairview’s April 2 council meeting, Mayor Darion Culbertson issued a proclamation designating April 23 as the town’s “Red Thumb Day” in support of NTTA’s anti-distracted driving Red Thumb program.

In 2015, NTTA brought the national Red Thumb movement home to North Texas. This campaign aims to end distracted driving by encouraging 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. Since then, the local program has grown to include more than 40 municipal, community and business partners.



The sixth international “My Red Thumb Day” will be held April 23.

“The NTTA, along with its community partners, is asking drivers to take accountability and stop their dangerous behavior behind the wheel and to remember the fight to end distracted driving begins with them,” said Culbertson.

Thumb bands are available for free at any NTTA [Customer Service Center](#). Drivers can also paint a thumb nail red or create their own personal reminder to put their phones down while driving.

Data shows those who text while driving are 23 percent more likely to be involved in a crash.

With the help of NTTA’s partners, more than 140,000 specially made NTTA “W8 2 TXT” (wait to text) thumb bands serve as visual reminders to drivers across North Texas.

Drivers can join NTTA’s Red Thumb movement via [Facebook](#) or [Twitter](#) using the hashtag #myredthumbNTTA

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 across the North Texas region. The [nine-member board](#) is

comprised of Chairman Kenneth Barr; Vice Chairman Bill Moore; and Directors Lynn Gravley, Mojoy Haddad, Pete Kamp, Marcus Knight, John Mahalik, George "Tex" Quesada and Jane Willard.

NTTA serves Collin, Dallas, Denton, Ellis, Johnson, and Tarrant 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, Chisholm Trail Parkway and the 360 Tollway. 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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