

Media Contact:
Jenny Werwa, 301-641-5557
werwa@invariantgr.com

FOR IMMEDIATE RELEASE

International Bridge, Tunnel and Turnpike Association Launches “Be Safe Together” Road Safety Campaign and Global Road Safety Week

WASHINGTON (May 2, 2024) – The International Bridge, Tunnel and Turnpike Association (IBTTA), the worldwide association for the owners and operators of toll facilities, is proud to launch “Be Safe Together,” a new global road safety campaign to educate drivers about the actions they can take to make our roads safer for all users.

The campaign will include global messaging, digital promotion, and public and driver engagement, including the first IBTTA Global Road Safety Week, which will take place from June 24-28. IBTTA members from around the world will participate in the campaign, showcasing the tolling industry’s commitment to safety through their work to build and maintain safe roads and emphasizing to drivers that the little choices they make at each step of their journey can make a real difference in others’ lives.

“Road safety is at the core of everything IBTTA and our members do,” said IBTTA President Bill Halkias. “Encouraging safe driving practices and proper maintenance of our roads is critically important to keeping everyone safe, and I’m excited to highlight that through our first annual Global Road Safety Week.”

IBTTA members will participate in the campaign through direct messaging to drivers on their roads, at their toll facilities and rest areas, and across social media channels, as well as by engaging government and community stakeholders.

“I am thrilled about IBTTA’s upcoming Global Road Safety Week. Road safety is IBTTA’s number one priority, and I am excited to partner with our members to show how we can all make our roads a safer place,” said Pat Jones, IBTTA’s CEO and Executive Director. “We also plan to highlight the role empathy plays in creating a safer driving environment, and the importance of looking out for one another on the road.”

IBTTA’s Global Road Safety Week will be held June 24-28, on toll roads everywhere. Learn more at www.ibtta.org/besafetogether.

About IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in more than 25 countries on six continents. Through advocacy, thought leadership, and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st century. For more information, visit www.ibtta.org.

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