# [Insert Organization Name] Announces Participation in IBTTA’s “Be Safe Together” Road Safety Campaign and Global Road Safety Week

CITY (DATE) – [Insert organization name], a member of the International Bridge, Tunnel and Turnpike Association (IBTTA), is proud to announce its participation in “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 includes global messaging, digital promotion, and public and driver engagement, including IBTTA’s first Global Road Safety Week, which will take place from June 24-28. [Insert organization name] will participate in the campaign, showcasing the tolling industry’s commitment to safety through our 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.

[Insert quote from a leader at your organization]

[Insert organization name] will participate in the campaign through [insert details on how your organization is planning to engage in Be Safe Together].

Global Road Safety Week will be held June 24-28, across [insert your organization’s roads] and toll roads everywhere.