

May 19, 2016

FOR IMMEDIATE RELEASE

NDOR to Launch “Friday Safety Message” Campaign

To kick off the summer travel season, the Nebraska Department of Roads (NDOR), in partnership with the Nebraska State Patrol, has announced plans to launch the “Friday Safety Message” campaign beginning the week of May 20. Throughout the summer months, a new safety message will be displayed each Friday, from 12:00 a.m. to 12:00 p.m., on overhead Dynamic Message Signs (DMS) along Interstate 80, reminding motorists to use extra caution during periods of increased travel.

“As we approach the summer vacation season, we want to remind drivers to observe the speed limit, buckle up, avoid distractions and drive cautiously through construction zones,” said NDOR Director Kyle Schneweis. “These safety messages are a friendly reminder that NDOR and the State of Nebraska care about the safety of our drivers.”

Each “Friday Safety Message” will include an updated number of Nebraska traffic deaths and a reminder that coincides with major events that particular weekend. The first message on May 20 will focus on travelers headed to Omaha for the State High School Track Meet. DMS boards will include the reminder, “Save your speeding for the track.”

In addition to the “Friday Safety Messages,” NDOR will join with state and local law enforcement May 23 – June 5 in the national “Click It or Ticket” mobilization to highlight the importance of buckling up.

“Providing a visual reminder to wear your seat belt is one more way we can engage the motoring public in efforts to reduce serious injury and fatality crashes,” said Colonel Brad Rice, Superintendent of the Nebraska State Patrol. “We want to thank our partners at the Nebraska Department of Roads for leading the charge on this safety initiative and remind everyone to do their part to stay safe when traveling by always buckling up.”

Also, to promote safe travel during the busy summer months, a press conference is planned in Omaha on May 25, with remarks by Governor Pete Ricketts. Officials from NDOR, the State Patrol, National Safety Council and AAA will participate.

#NDOR#

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