



# NEWS RELEASE

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## **Florida's Turnpike Locally Promotes "National Work Zone Safety Awareness Week" in Broward County April 3 - 9**

FORT LAUDERDALE — This year National Work Zone Safety Awareness Week (NWZSAW) holds local significance in Broward County. In February 2006, a major multi-year, multi-million dollar widening program kicked off on Florida's Turnpike, in Broward County. In hopes of targeting a mass of Turnpike commuters Florida's Turnpike Enterprise will be promoting work zone safety awareness at the 2006 Mercedes-Benz Corporate Run, on Thursday April 6. Florida's Turnpike has comprised a team of over 50 participants for the Corporate Run. The Turnpike Team will be handing out office supplies marked, "Work Zone Safety Awareness."

The following are additional actions Florida's Turnpike is taking to promote work zone safety awareness:

- Educational materials will be set up at the Turnpike's Pompano Service Plaza Monday and Friday.
- Toll attendants will hand out driver safety tip sheets at toll booths in Broward County.
- Signs which read, "drive carefully my mommy /daddy works here" will be posted along the construction zone on the Turnpike, in Broward County. These signs should remind drivers that most of the workers present are parents too.

Florida's Turnpike Enterprise, annually recognizes NWZSAW. NWZSAW kicks off Monday, April 3 and ends Sunday, April 9. The goal is to promote driver awareness in roadway construction work zones. This program was created as a response to the high number of accidents which have resulted from careless driving in construction work zones nationwide. NWZSAW urges drivers to take action and adhere to roadway signs for their safety and for the safety of workers in construction zones. (more)

NWZSAW is a week intended to create long term driver awareness while in construction work zones. This year Florida’s Turnpike is hoping drivers take heed, especially here in Broward County. For additional information about Florida’s Turnpike Broward Widening Program or work zone safety awareness in Broward County please contact Nichole Kalil, Public Information Officer, by calling 954-321-8102.