



FOR IMMEDIATE RELEASE
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**ROADWAY SAFETY GROUP TO EXHIBIT LIFESAVING,
INNOVATIVE PRODUCTS IN NEW ORLEANS –
SPECIAL DAY OFFERS FREE ADMISSION FOR
LOUISIANA TRANSPORTATION OFFICIALS**

Fredericksburg, Va. – Members of the American Traffic Safety Services Association (ATSSA), an international roadway safety association, will conduct their 38th Annual Convention and Traffic Expo in New Orleans, February 8 - 12. The event will be held at the Ernest N. Morial Convention Center. On Tues., Feb. 12, from 10:00 a.m. to 1:00 p.m., Louisiana transportation officials can present their identification cards at the registration desk to obtain **free admission** to the show floor.

ATSSA members are committed to reducing the number of roadway fatalities and injuries through the development of innovative products and services. ATSSA is the nation's leader in roadway safety issues, with a heavy emphasis on work zone safety and training, pavement markings, signage, guardrail and traffic control safety devices.

Since 1969, ATSSA has represented companies and individuals in the traffic control and roadway safety industry. ATSSA members provide the majority of traffic safety features, services and materials used on America's roadways.

Hundreds of booths, products, and a wide-variety of equipment will be in place in New Orleans during the show. ATSSA's Annual Convention and Traffic Expo is the largest single display of traffic control equipment and devices in the world.

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