



MEDIA ADVISORY

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INTERNATIONAL ROADWAY SAFETY GROUP BRINGS LIFESAVING PRODUCTS TO SAN JOSE FEBRUARY 3 - 5

Fredericksburg, Va. – The media is invited to tour a massive exhibition hall featuring the latest in roadway safety devices, technology and unique innovations designed to save lives on America's roadways. The Grand Opening of the event at the San Jose McEnergy Convention Center is 12:00 noon, Tues., Feb. 3. Hundreds of booths, products, and a wide-variety of equipment and vehicles will be in place when the doors open.

The event is hosted by the American Traffic Safety Services Association (ATSSA), headquartered in Fredericksburg, Va. This is the association's 39th Annual Convention and Traffic Expo, which is the largest of its kind in North America.

The latest federal statistics reveal 41,059 American's died on U.S. roadways in 2007, 3,974 of which were in California. ATSSA members are committed to reducing these numbers through the development of innovative products and services to be displayed. Included in that figure are over 835 killed in roadway work zones, the majority of which are motorists. In 2007, there were 80 work zone fatalities in California.

ATSSA members, both in the U.S. and abroad, incorporate their technology into guardrails, crash cushions roadway signs, reflective glass beads in pavement markings and countless other roadway safety products and 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 roadways with heavy emphasis on work zone safety.

Media may contact James Baron at (540) 847-2800 for immediate access to the show.

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