



Media Advisory
Feb. 28, 2005

CONTACT: James Scott Baron
540/842-1855 cell
JBATSSA@aol.com

**“New Products Press Conference” to Highlight
Lifesaving Roadway Safety Products for Phoenix Media**

Fredericksburg, Va. – The American Traffic Safety Services Association’s (ATSSA) 35th Annual Convention and Traffic Expo is well underway in Phoenix. Thousands of roadway safety professionals from around the country and abroad are currently demonstrating and displaying their lifesaving roadway safety products at the Phoenix Civic Center, and will continue to do so until 1:00 p.m., March 1.

The Phoenix media is invited to a **“New Products Press Conference”** in Room “Flagstaff 5” at the Phoenix Civic Center, beginning at 12:30 p.m. **today**. Nearly 20 new lifesaving roadway safety products will be demonstrated. ATSSA members manufacture and install the various roadway safety devices that motorists pass by or utilize every day. These include guardrails, bright reflective signs, roadway striping, lighting, and work zone safety equipment. ATSSA members are also heavily involved in roadway work zones, work zone safety and training.

The Phoenix Civic Plaza is located at 111 North Third Street. The major cross streets are Monroe to Jefferson, 2nd to 5th Street.

Over 1,000 fatalities occur each year in roadway work zones nationwide – 75% of those fatalities are motorists. In all, over 42,000 people die on roadways across the country every year, and ATSSA member products play a significant role to help reduce these numbers through new innovations, technology and research.

As background, national, as well as Arizona unique fatality figures are provided as follows:

Fatalities on Roadways (Source: Fatality Analysis Reporting System (FARS) Web-Based Encyclopedia):

	<u>Nation Total</u>	<u>Nation Work Zones</u>	<u>Arizona Total</u>	<u>Arizona Work Zones</u>
2003	42,643	1,028	1,120	36
2002	43,005	1,186	1,132	17
2001	42,196	989	1,051	23
2000	41,945	1,026	1,036	31
1999	41,717	872	1,024	29

NOTE TO THE MEDIA: If members of the media cannot attend this press conference today, but are interesting in touring hundreds of roadway safety displays and exhibits on the show floor – **the largest single display of roadway safety features in the world** – contact James Baron at the cellular telephone number above for admittance.