



Media Advisory
Feb. 3, 2003

CONTACT: James Scott Baron
540/842-1855 cell*
540/368-1701 office
JBATSSA@aol.com
jimb@atssa.com

Lifesaving Roadway Safety Products Debut for New Orleans Media

Fredericksburg, Va. – The American Traffic Safety Services Association's (ATSSA) 33rd Annual Convention and Traffic Expo is well underway in New Orleans. Thousands of roadway safety professionals from around the country are currently demonstrating and displaying their products at the Ernest N. Morial Convention Center, and will continue to do so until Feb. 4.

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 heavily involved in work zones and work zone safety.

Over 1,000 fatalities occur each year in roadway work zones – 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.

The New Orleans media is invited to a "New Products Press Conference" at the Convention Center. Twenty new products will be displayed. If members of the media cannot attend this press conference, but are interesting in touring hundreds of displays and exhibits on the show floor – ***the largest single display of roadway safety features in the world*** – contact James Baron at the number above for admittance.

The New Products Press Conference will be held in Room 386 of the Convention Center beginning at 12:30 pm on February 3, 2003.

###