



SAFER ROADS SAVE LIVES

[www.atssa.com](http://www.atssa.com)

**FOR IMMEDIATE RELEASE**  
March 1, 2007

CONTACT: James Scott Baron, ATSSA  
(540) 368-1701, ext. 113  
Jennifer Gavin, AASTO  
(202) 624-3690  
Doug Hecox, FHWA  
(202) 366-2244

**2007 WORK ZONE SAFETY THEME:  
“Signs of Change” Requires Increased Awareness**

*Fredericksburg, Va.* – Representatives of safety and transportation groups will gather Tuesday, April 3 at 10 a.m. EST near the western approach of the Woodrow Wilson Bridge to urge motorists to look for “Signs of Change” in this year’s observance of National Work Zone Awareness Week.

This year’s theme refers to the roadway advisory signs that warn motorists of several conditions found in roadway work zones, and conveys the message that variance from the routine is, in itself, a potential hazard motorists should recognize and deal with.

There were 1,074 work zone fatalities in the U.S. in 2005. That figure compares with 1,068 in 2004 and 1,028 in 2003. Surprisingly, the vast majority of these fatalities are motorists, not the workers themselves.

“Work zones are part of the American landscape. They are here to stay as our roadways undergo continued maintenance and upgrades,” said ATSSA President Peter Speer. “We conduct this event every year to encourage motorists to slow down, be patient, be aware and expect the unexpected.”

The eighth annual National Work Zone Awareness Week observance will take place April 3 at the Route 1 interchange on I-495, approaching the western side of the Woodrow Wilson Bridge at Alexandria, Va.

ATSSA formed the original partnership for this event with the Federal Highway Administration and the American Association of State Highway and Transportation Officials in 1999. Since then – the Associated General Contractors, the American Road and Transportation Builders, the Va.-DOT, the Md.-DOT and the District of Columbia DOT have joined the cause.

Also since 1999, nearly every state DOT across the country has created some type of work zone safety and awareness campaign.

###