



**Media Advisory**  
March 3, 2006

**CONTACT:** James Scott Baron  
540/847-2800  
[JimB@atssa.com](mailto:JimB@atssa.com)

## **Lifesaving Roadway Safety Devices & New Inventions On Display in Ft. Lauderdale March 5 – 7**

*Fredericksburg, Va.* – The American Traffic Safety Services Association's (ATSSA) 36th Annual Convention and Traffic Expo begins at 12:00 noon, Sunday, March 5 at the Greater Fort Lauderdale Broward County Convention Center. Thousands of roadway safety professionals from around the country and abroad will display and demonstrate their lifesaving roadway safety products during this event. This is the largest show of its kind in North America.

### **GREAT VISUALS!**

ATSSA members manufacture and install the various roadway safety devices that motorists pass by or utilize every day. Many of these products are taken for granted every day – including guardrails, bright reflective signs, roadway striping, lighting, reflective garments and work zone safety equipment.

Nearly 42,000 people die on roadways across the country annually, and ATSSA member products play a significant role in helping reduce this number through new innovations, technology and research. Additionally, approximately 1,100 fatalities occur each year in roadway work zones – 75% of those fatalities are motorists. ATSSA members are committed to reducing the number of injuries and fatalities on our nation's roadways through the implementation of their lifesaving products.

In addition to access to the show floor during the week, the media is also invited to a "New Products Press Conference" at the Convention Center (Room 315) on Monday, March 6, from 12:30 – 2:00 p.m. Twenty innovative, new products will be demonstrated at this event.

Media interested in covering any aspect of this event should contact James Baron at the cellular phone number above for easy access to the show floor.

Full schedule of events: "*Meetings & Events*" link of [ATSSA.com](http://ATSSA.com)

###