



**Media Advisory**

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

**New Products Press Conference to Highlight  
Lifesaving Roadway Safety Products for Florida Media**

*Fredericksburg, Va.* – The American Traffic Safety Services Association’s (ATSSA) 36<sup>th</sup> Annual Convention and Traffic Expo is well underway in Ft. Lauderdale, Fla. Thousands of roadway safety professionals from around the country, as well as international companies, are currently demonstrating and displaying their lifesaving roadway safety products at the Greater Fort Lauderdale Broward County Convention Center, and will continue to do so until 1:00 p.m., March 7.

The media is invited to a **“New Products Press Conference”** in Room 315 at the Convention Center, beginning at 12:30 p.m. **today**. Nearly 20 new roadway safety products will be displayed.

**GREAT VISUALS!**

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 cellular telephone number above for admittance.

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, reflective apparel 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 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 totals, as well as Florida-unique roadway work zone fatality figures are as follows:

***(Source: Fatality Analysis Reporting System (FARS) Web-Based Encyclopedia)***

<b><u>National Fatalities Total</u></b>	<b><u>Work Zone Fatals (U.S.)</u></b>	<b><u>Work Zone Fatals (Florida)</u></b>
(2004) 42,636	1,068	130
(2003) 42,884	1,095	105
(2002) 43,005	1,186	99
(2001) 42,196	989	48
(2000) 41,945	1,026	31