

NWZAW

April 8-12
2019



**NATIONAL WORK ZONE
AWARENESS WEEK**

2019 NATIONAL WORK ZONE AWARENESS WEEK (NWZAW) MEDIA KIT

OVERVIEW

Thank you for participating in 2019 National Work Zone Awareness Week

National Work Zone Awareness Week (NWZAW) is an annual nationwide event that brings the American Traffic Safety Services Association (ATSSA), public agencies, national roadway safety organizations, companies, and individuals together to promote the importance of work zone safety.

SUMMARY OF EVENTS

- National Work Zone Awareness Week, April 8 – 12
- National Kick-off Event, Tuesday April 9
- Go Orange Day, Wednesday April 10

This year's national kick-off event is taking place in Washington, D.C., hosted by the District Department of Transportation (DDOT), on April 9, 2019. The event will be happening at the Frederick Douglass Memorial Bridge.

Below is information meant to help organizations, publications, and individuals promote and learn more about National Work Zone Awareness Week, and how vital work zone safety is in getting workers and motorists home safely.

For additional information or questions, contact ATSSA's communications contact Mitzi Osterhout at communications@atssa.com.

KICK-OFF EVENT

This year's national kick-off event is taking place in Washington, D.C., hosted by DDOT on April 9, 2019. The event will be happening at the Frederick Douglass Memorial Bridge at 11 a.m. Eastern time.



The Frederick Douglass Memorial Bridge is the largest infrastructure project DDOT has taken on to date. DDOT will be replacing the 68-year old bridge and reconstructing Suitland Parkway and the I-295 interchange. This project will increase pedestrian and motorist safety, provide multimodal transportation options, and increase accessibility.

Visit newfrederickdouglassbridge.com to learn more about the project. If you are interested in attending the event as a member of the media, please contact Mitzi Osterhout at communications@atssa.com.

PRESS RELEASE FOR NWZAW

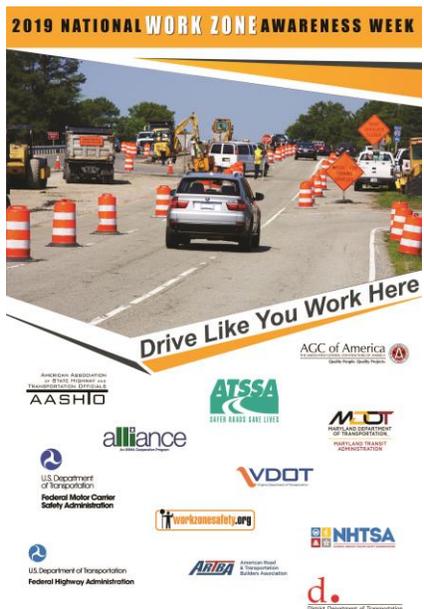
FOR IMMEDIATE RELEASE

Work Zones: Drive Like You Work Here

Support work zone safety during National Work Zone Awareness Week 2019

Washington, D.C. (April 8) – Whether you work in an office or on nation’s roadways, everyone deserves to get home safely.

National Work Zone Awareness Week (NWZAW), in its 19th year, is a national public awareness campaign that spreads the message that we are all responsible for work zone safety. This year’s NWZAW is April 8-12, 2019, and this year’s theme is “Drive Like You Work Here”.



Recent statistics from the National Highway Safety Administration’s Fatality Analysis Reporting System (FARS) show (from 2016 to 2017) a two percent increase in total work zone fatalities and increase from 668 to 710 total work zone crashes. Those startling statistics further demonstrate the importance of spreading awareness of work zone safety and participating in NWZAW to spread the message that we all play a role in getting roadway workers home safely.

Additionally, there were a total of 158,000 work zone crashes total in 2016—of which 42,000 were injury-involved crashes that resulted in 61,000 injuries – which underscores the need for further awareness of how to behave and drive safely in work zones.

The 2019 media kickoff event will be held by the District Department of Transportation (DDOT) in Washington, D.C. on April 9, 2019 at the Frederick Douglass Memorial Bridge at 11 a.m. Eastern time.



As part of NWZAW, all are also encouraged to participate in Go Orange Day on April 10, a day where individuals are encouraged to wear orange as a visual reminder to others of work zones, and post photos of their Go Orange Day activities to further spread awareness of work zone safety. While fun, participation in Go Orange Day and NWZAW goes a long way in getting much needed attention on work zone safety.

State departments of transportation, federal agencies, and other organizations will be participating in NWZAW and Go Orange Day, putting out PSAs about work zone safety, and hosting events to highlight the issue. For additional information on the history of NWZAW, visit www.nwzaw.org/learn.

Be sure to participate in #NWZAW and #GoOrangeDay – Wednesday, April 10, 2019 – by spreading the message of work zone safety with your friends, family, and community, and by liking, commenting, and sharing on social media using the hashtags #NWZAW and #GoOrange4Safety. To learn more about NWZAW, visit nwzaw.org.

#NWZAW #DriveLikeYouWorkHere #SaferRoadsSaveLives #GoOrange4Safety

NWZAW was formed by ATSSA, AASHTO, and FHWA. The partnership has expanded to include the Federal Motor Carrier Safety Administration (FMCSA), National Highway Traffic Safety Administration (NHTSA), Occupational Safety and Health Administration (OSHA), Virginia Department of Transportation (VDOT), Maryland State Highway Administration (MSHA), D.C. Department of Transportation (D-DOT), Associated General Contractors (AGC), and American Road & Transportation Builders (ARTBA), plus support from many people and organizations touched by work zone safety.

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