



GEORGIA DEPARTMENT OF TRANSPORTATION

PRESS RELEASE

For Immediate Release
Monday, April 04, 2011

Contact: Kimberly Larson
(706) 646-6938

“GO ORANGE” CAMPAIGN PROMOTES AWARENESS OF WORK ZONES **HIGHWAY WORK ZONE SAFETY FOCUS OF GEORGIA** **DEPARTMENT OF TRANSPORTATION PROGRAM**

Motorists stopping at Georgia’s Welcome/Visitors Centers statewide this week will find themselves surrounded by all things orange – from soft drinks to carrot sticks, cookies and candies to traffic cones and sample signage – designed to emphasize the importance of driving safely in highway construction work zones. The department will display equipment utilized to make work zones safer.

April 4-8 is Work Zone Safety Week across the nation and in Georgia the Department of Transportation is partnering with the Department of Economic Development, which staffs the Centers, to promote the safety campaign, tagged as “Go Orange!”

The observance is to remind drivers how they can help keep everyone in a highway construction work zone safe. In 2008, 720 workers and motorists were killed in highway work zones nationally and more than 40,000 people were injured. Eighty-five percent of those killed in work zones are drivers or their passengers. In that same year in Georgia, 36 people died in work zone accidents. In 2009, the latest year that statistics are available, 1,260 accidents in Georgia were recorded, with 32 fatalities in work zones.

In Georgia, 57 GDOT workers have died in work zones since the Department began keeping such records in 1973.

The arrival of spring and warmer weather, coupled with projects being constructed as a result of the American Recovery and Reinvestment Act, mean an increase in highway construction and heightens the risk for Georgia motorists and GDOT workers.

While the observance will memorialize GDOT workers, displays will also emphasize that the general public is at risk in work zones as well.

The 2010 theme is “Whose Life Is on the Line? -- Safer Driving. Safer Work Zones. For Everyone.”

The Georgia Department of Transportation is committed to providing a safe, seamless and sustainable transportation system that supports Georgia’s economy and is sensitive to both its citizens and its environment. For general information on the Georgia DOT, please visit our website (www.dot.ga.gov).

###