

PRESS RELEASE PRESS RELEASE

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Road Commission Partners with CBS Outdoor for Safety Messages

Flint, Michigan. ---

The Genesee County Road Commission has entered into a partnership with CBS Outdoor, the largest outdoor advertiser in southeast Michigan, in a campaign to get road safety messages to motorists. The result will be a series of billboards, each with a Road Commission road safety message that CBS outdoor will display on boards based on availability.

The first such board, asking motorists to “Report a pothole” and promising that Road Commission crews will “fix it fast!” is currently displayed on SB I-75 near Maple Road, after having been displayed temporarily on the electronic billboard along NB I-75 just before the Bristol Road exit.

In addition to increasing road safety, Road Commission Manager-Director John Daly also sees the boards as a money saver for both motorists and the road commission. “Spring is pothole season in Michigan. Hitting one can be both dangerous and expensive for motorists, and locating them all can be expensive for us. So, when motorists report a pothole, they save us money, and we will fix it fast, saving motorists money. The messages are all about keeping the importance of road safety in the forefront of drivers’ awareness. The generous partnership with CBS Outdoor allows us to reach a huge audience of motorists in a way we would not be able to otherwise.” Mr.

Daly said that future boards will display seasonal reminders such as work zone safety in the summer and perhaps a snow plow/icy conditions reminder in the winter.

Under the partnership CBS Outdoor is donating the billboard space while the road commission is paying only for production of materials. CBS Outdoor General Manager Adam Brozo praised the road commission for this campaign. “When the Road Commission approached me with this idea I was struck by their creativity and desire to ‘think outside the box’ in these challenging economic times to provide a safe travel experience for motorists here in the county. I am happy that CBS Outdoor is able help in this way. We drive the same roads you do.”

For more information about the Road Commission’s road safety campaign, please contact Robert Slattery, Road Commission Director of Information Systems and Planning at (810) 767-4920, ext 310.

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