

PRESS RELEASE

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Road Commission billboard serves motorists' families

Flint, Michigan. ---

The Genesee County Road Commission has unveiled the second billboard in its campaign to get road safety messages to motorists. Last month the Road Commission erected a board asking motorists to “report a pothole” and promising that Road Commission crews will “fix it fast!”.

The second board, reminding motorists to “Slow down in work zones... for your family and ours”, went up Monday on northbound I-75 at Holly Road. A photo of the new board is copied below.

This work zone safety reminder, while universally important, especially during the summer “orange barrel season”, as some refer to it, has poignant significance for the Road Commission. In 2006, Road Commission employee Dennis Bundy was struck and killed in a work zone by a negligent driver.

Road Commission Manager-Director John Daly says he wants to spare others this life-changing tragedy. “It’s really a reminder of how precious our families are, and a plea to motorist to slow down for their sake. A moment’s carelessness or impatience can result in a lifetime of grief and heartache. Dennis was a member of our family, so we know firsthand how devastating such a loss has been, to the Bundy family, to the Road Commission family, and to the family of the

driver who struck Dennis.” Mr. Daly said that future boards will display seasonal reminders such as snow plow/icy conditions reminder in the winter.

The 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. Under the partnership, CBS Outdoor is donating the billboard space and will display Road Commission messages based on billboard availability, while the Road Commission is paying only for production of materials.

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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