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## **Indiana Toll Road announces partnership to promote safe driving**

**ELKHART, Ind. – Nov. 27, 2019** – The Indiana Toll Road is teaming up with the Ohio and Pennsylvania Turnpikes to promote safe driving habits. The three agencies are jointly launching a new campaign focused on addressing the challenges associated with distracted driving. The “What Message Are You Sending?” video campaign showcases the impacts a driver’s poor decisions can have on those around them.

While distracted driving can take many forms, the most common example typically involves a motorist attempting to use their cell phone while driving. The National Highway Traffic Safety Administration estimates over 3000 people were killed by distracted driving in the United States in 2017. The challenging winter weather driving conditions in Indiana, Ohio, and Pennsylvania further exacerbate the risks associated with distracted driving for motorists traveling in the Midwest.

ITR Concession Company (ITRCC), the operator of the Indiana Toll Road, has always focused on educating drivers. Nic Barr, CEO of ITRCC, notes that education and awareness regarding the dangers of distracted driving play an important role in helping to keep travelers and Toll Road staff members safe.

“I’m pleased to be working with our partner agencies in Ohio and Pennsylvania and believe that our unified efforts will provide a consistent message along the I-80/90 corridor and will raise awareness to a much broader audience,” Barr said. “By working together we are committed to ongoing education of our customers, regardless of where they’re driving.”

With millions of customers traveling across these facilities each year, combined with a social media reach of over 30,000 followers, the campaign is expected to have a large impact across all three roads. Craig Shuey, Chief Operating Officer of the Pennsylvania Turnpike, said safety must be a focus during the holidays.

“Working together on messages that bring attention to good driver behavior is beneficial to both our employees and customers and shows our unified commitment to safer roadways,” Shuey said. “We are collaborating to spread the word about the importance of staying focused while driving – especially at a time of year when more families are traveling together.”

Ferzan M. Ahmed, Executive Director of the Ohio Turnpike, said that raising awareness about the dangers of distracted driving plays a key role in keeping travelers and employees safe.

“Safety is our top priority and with our partner agencies in Indiana and Pennsylvania we will promote safe driving behaviors across the broader turnpike corridor,” Ahmed said. “As seen in the video, adults who stay focused on the driving task set a great example for family members.”

This commitment to safety will continue in 2020. ITR Concession Company plans to continue developing awareness campaigns to combat distracted driving, and new videos in the “What Message Are You Sending?” campaign are already in development.

Access the “What Message Are You Sending?” Campaign at [indianatollroad.org/what-message-are-you-sending/](http://indianatollroad.org/what-message-are-you-sending/)

**About the Indiana Toll Road**

In operation since 1956, the Indiana Toll Road stretches 157 miles across the northernmost part of Indiana from Ohio to the Illinois state line, linking Chicago with the largest cities on the eastern seaboard. The Indiana Toll Road – managed by ITR Concession Company LLC (ITRCC) – and its nearly 300 employees are proud to operate a safe and efficient roadway while providing high quality customer service to serve thousands of patrons every day. ITRCC is indirectly owned by IFM Investors, which is a uniquely-structured global fund manager with a strong track record as a responsible steward of some of the world’s biggest transportation infrastructure assets.