



HIGHWAY SAFETY CHALLENGE

A partnership between:

- Virginia Department of Transportation
- Virginia State Police
- Virginia Department of Motor Vehicles

Media Advisory

The Virginia Department of Transportation (VDOT), Virginia State Police (VSP) and Virginia Department of Motor Vehicles (DMV) are joining forces to improve traffic safety in Virginia through a strategic communications campaign. A news conference is planned to increase awareness about traffic fatalities, and to provide details about this new traffic safety partnership.

WHO: Virginia Department of Transportation, Virginia State Police, Virginia Department of Motor Vehicles

WHEN: Tuesday, Oct. 2, 2007 at 2 p.m.

WHERE: Varina High School gym. The school is located in eastern Henrico County at 7053 Messer Road.

From Interstate 64 East, take Exit 195 onto Laburnum Avenue. Turn right at the stoplight. Continue on Laburnum Avenue for 4.5 miles and turn right onto Library Road. Go ¼ mile and turn left onto Messer Road. Go ¼ mile and the school will be on the left.

From Interstate 295 South, take Exit 22 onto New Market Road (Route 5). Turn right onto Messer Road. The school will be on the right.

SPEAKERS: Brooke Hammill, a senior at Varina High School, will share the tragic story of her friend who died in a vehicle crash last spring. Also included are remarks from the Honorable Ralph M. Davis, deputy secretary of transportation; VDOT Commissioner David S. Ekern; Col. W. Steven Flaherty of the Virginia State Police and D.B. Smit, DMV commissioner and the Governor's highway safety representative.

FOR IMMEDIATE RELEASE

October 1, 2007

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Are you Virginia's next traffic fatality?

**Buckle up • Avoid distractions • Share the road
Drive drug & alcohol free • Obey speed limits**