

*TxDOT's five goals: reduce congestion, enhance safety, expand economic opportunity,  
improve air quality and increase the value of transportation assets.*

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## **TxDOT Kicks Off New Motorcycle Safety Campaign Aimed at Drivers on Tuesday** *Motorists Are Often Responsible for Deadly Car/Motorcycle Collisions*

AUSTIN— Against a backdrop of motorcycles, mopeds, scooters, and their riders, the Texas Department of Transportation (TxDOT) will kick off a statewide *Share the Road* motorcycle safety and public awareness campaign ([www.looklearnlive.org](http://www.looklearnlive.org)) at a 10 a.m. press conference at the Long Center for the Performing Arts on Tuesday. There, speakers will urge motorists to look twice for motorcycles at intersections and when changing lanes, the two places where serious motorcycle collisions commonly occur. TxDOT will be joined at the event by motorcycle crash victims and medical professionals, as well as officials from the National Highway Traffic Safety Administration, the Texas Motorcycle Safety Coalition, the Texas Motorcycle Roadriders Association, and the Texas Motorcycle Rights Association.

“Seeing them is saving them” is the theme of TxDOT’s new campaign, which will use TV and radio commercials as well as billboards to drive home the new safety message.

At a time when motor vehicle fatalities are declining overall, motorcyclists are dying in record numbers. In 2009, 434 motorcyclists were killed, accounting for 14 percent of the state’s traffic deaths. Without aggressive steps to promote public awareness about the dangers facing motorcyclists, the Texas Transportation Institute’s Center for Transportation Safety estimates that the state’s motorcycle death toll could double by 2015.

- What:** Press conference and announcement of TxDOT’s statewide *Share the Road* motorcycle safety and public awareness campaign
- When:** Tuesday, April 12, 2011, 10:00AM
- Where:** Long Center for the Performing Arts, 701 W. Riverside Drive, Austin, TX 78704
- Who:** Carol Rawson, TxDOT Traffic Operations Director  
Fred Underwood, Texas Transportation Commissioner  
Roger Chan, Motorcycle Crash Victim  
Dr. Christopher Ziebell, Seton Family of Hospitals  
Maj. Ron Joy, Texas Dept. of Public Safety  
Jude Schexnayader - Retired DPS Trooper & Motorcycle Safety Advocate
- Visuals:** A diverse representation of motorcycles, mopeds, scooters, and their riders will appear at the event. Texas Transportation Commissioner Fred Underwood will be seen pulling up to the event in his motorcycle, before giving podium remarks

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