



NEWS RELEASE

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District: 05 – Santa Barbara, San Luis Obispo, Monterey, San Benito and Santa Cruz Counties

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FOR IMMEDIATE RELEASE

NEW CALTRANS HIGHWAY BILLBOARD SAFETY CAMPAIGN FEATURES CALTRANS CHILDREN

CENTRAL COAST – A new Caltrans Highway Safety campaign, as part of the 'Slow for the Cone Zone' campaign, featuring the children of Caltrans' very own field maintenance employees and highlighting a message to "Be Alert, My Mom/Dad's at Work" is underway, Caltrans officials have announced.

"I am very excited for these new billboards because they convey a very clear message that we all have families and want to return home safely to them at the end of our work day, says District 5 Director Tim Gubbins.

A casting call to Caltrans' field maintenance employees was issued statewide last month. All of the kids who attended the photo shoot were used for the billboard campaign, children of five different Caltrans field maintenance families.

There are approximately 77 billboards statewide, two on the central coast. One is located between Paso Robles and San Miguel on U.S. Hwy. 101 in San Luis Obispo County. The other is located south of Salinas on U.S. Hwy. 101 in Monterey County.



Billboard located near Paso Robles northbound on U.S. Hwy. 101—Caltrans Photo taken of Greg Soria Family from the Bay Area

Since 1924, 183 Caltrans employees have been killed on the job, including eight in District 5. One of the biggest hazards for workers is motorists who do not exercise caution while driving through highway work zones. Caltrans reminds everyone to 'Slow for the Cone Zone'.

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