



# NEWS RELEASE

TRAVIS COUNTY SHERIFF'S OFFICE

P.O. Box 1748, Austin, Texas 78767

FOR IMMEDIATE RELEASE:

December 7, 2007

## **Sheriff Greg Hamilton Launches Next Phase Of RoadShare Campaign**

Travis County Sheriff Greg Hamilton unveiled a new billboard design Tuesday that will remind area residents of the *RoadShare* campaign.

*RoadShare* is the collaborative community effort started last spring to improve awareness of the increase of cycling deaths on Texas' roads. Sheriff Hamilton announced his gratitude to Reagan National Advertising Inc. for its donation of billboard space to help increase awareness of the program's goals. The billboard at 24<sup>th</sup> Street and Rio Grande Street, near the University of Texas at Austin, is the first of a series of billboards that will be at various locations across Travis County during 2008.

"We are proud to have Reagan Advertising as one of our community partners for the *RoadShare* campaign. Their contribution will provide us a medium to emphasize sharing the road between motorists and cyclists," Hamilton said.

According to bicycle safety awareness groups, most bicycle and motorist collisions are caused by failure to yield the right of way. Cyclists must obey all traffic laws and also use hand signals to alert drivers to their intentions. Motorists always need to be on the lookout before they turn and allow at least three feet when passing cyclists.

"The Austin Metropolitan Area has seen phenomenal growth during the last few years. It is even more important for us to look out for our fellow Texans. Travis County is a friendly place. Let's keep it that way. Let's all share the road," Hamilton said.

*RoadShare* community partners include the Texas Department of Transportation, Texas Bicycle Coalition, Travis County Parks Department, Austin Mayor's Fitness Council and the City of Austin's Street Smarts Bicycle Safety Task Force and Bicycle and Pedestrian Program.

For questions, please contact Sheriff's Office Community Liaisons Carrie Fortner or Andrea Buckley at e-mail [carrie.fortner@co.travis.tx.us](mailto:carrie.fortner@co.travis.tx.us) , [andrea.buckley@co.travis.tx.us](mailto:andrea.buckley@co.travis.tx.us) or phone (512) 854-6615, (512) 854-7786 respectively.

###

Submitted By: Roger Wade, Public Information Officer, (512) 854-4986