

FOR IMMEDIATE RELEASE

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Highway safety groups to promote safe driving at the Champlain Valley Expo

Montpelier, Vt. – The Vermont Highway Safety Alliance (VHSA) with its many partners will join forces to promote highway safety at the Champlain Valley Expo. The goal is to change driver behavior focused on impaired driving, speed, aggressive driving, distracted driving, and seatbelt use in order to save lives on Vermont’s roadways.

Beginning on the opening day of the fair, August 23rd, and through the final day on September 1st, VHSA and its partners will host a booth from 10:00 a.m. to 10:00 p.m. daily. Safety advocates will be engaging the public and distributing information on critical areas for safety behind the wheel.

Partners include the Vermont Department of Health, Operation Lifesaver, Vermont State Police, AARP, AAA, Local Motion, Vermont Agency of Transportation, University of Vermont Medical Center, Ride Safe Vermont, Vermont Division of the Federal Highway Administration, Federal Motor Carrier Safety Administration, Vermont Sheriff’s Departments, and Driver Educators of Vermont. Events and displays will include “Monty,” the historic police car, the rollover car demonstrating the importance of seat belts, fatal vision goggles simulating impaired driving, driving safety trivia, rail safety, a variable message board, and information on the interchange improvement project at I-89 Exit 16 in Colchester that is scheduled to start in Spring of 2020.

The initiative is funded through the Vermont Highway Safety Alliance and Operation Lifesaver.

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