

media release

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Toll booth posters help spread safety message

Six high-impact posters displayed on the Pocahontas 895 toll booths are helping to spread the word about safe driving.

Pocahontas 895 contributed the price of printing for the posters as part of its [involvement with the Virginia Highway Safety Challenge](#), a statewide initiative spearheaded by Virginia's Department of Transportation, Department of Motor Vehicles, and State Police. Transurban's northern Virginia operation is among nearly a dozen partners in the Safety Challenge.

The posters, developed by VDOT Public Affairs designers, promote the Safety Challenge's five action messages in dramatic fashion – orange lettering against a stark black background. The five call-to-action messages are:

- Buckle up
- Avoid distractions
- Share the road
- Drive drug and alcohol free
- Obey speed limits

A sixth poster bears the [Virginia Highway Safety Challenge](#) logo – a black cross and white dotted line, indicating a traffic intersection, set against an orange background.

