



September 3, 2008

Dear Educational Professional,

**Board of Directors**

Dane Alsabrook  
*President*

Steve Vetter  
*Vice President*

Tim Cox  
James Crowley  
Greg Driskell  
Kathleen Holst  
Brook M. Jerzyk  
James R. Keaton  
Scott E. Kline  
Tom McSwain  
Jeffrey J. Nicholson  
Susan A. Reiss  
Henry A. Ross  
Kenneth L. Smith  
Peter Speer

Melanie Myers  
*Director*  
Lisa Homan-Barnes  
*Associate Director*

American Traffic Safety Services Association represents men and women nationwide who work in roadway work zones. It's a dangerous business. Each year, approximately 1,100 people were killed in work zones – most of which were motorists and occupants in vehicles.

To reduce these numbers, we are bringing this issue to the attention of the motoring public, as well as to school children. Perhaps if children learn at a young age the dangers that are involved in roadwork projects, these numbers will hopefully come down in the years to come.

As part of this effort, American Traffic Safety Services Foundation has developed a poster contest that invites children, grades kindergarten through sixth grade to submit their impressions of the daily life of America's roadway workers. Work zones are everywhere, and I'm sure children are familiar with orange cones, barrels, and men and women doing their jobs on roads every day.

All of the rules and requirements for this contest are contained in the enclosed packet. First through third place prizes will be awarded, and the winners will receive cash prizes of \$300, \$100, & \$50 respectively, with a matching cash prize being awarded to the school.

We are advertising this program nationwide and we want to ensure that children are given an opportunity to participate in a worthy cause. Please visit our website at [www.atssa.com](http://www.atssa.com) and click on "The Foundation" link to download additional copies of the enclosed materials.

Sincerely,

Melanie Myers-McKee  
Foundation Director