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Press Release

September 5, 2013

[Bridges & Tunnels](#)

IMMEDIATE

### MTA Bridges and Tunnels Reminds Drivers School Opens Next Week: Drive Safely

MTA Bridges and Tunnels kicks off its annual September safety campaign with posters and electronic signs at its seven bridges and two tunnels reminding motorists that schools open in New York City next week and to drive with caution.

Brightly colored black and green posters, supplied by the American Automobile Association, will be displayed all month in toll lanes at MTA Bridges and Tunnels' toll plazas. "We've proudly partnered with AAA for the last several decades in an effort to bring this important safety message to the public," said Bridges and Tunnels President Jim Ferrara.

Since AAA began its "School's Open – Drive Carefully," campaign in 1946, the program has successfully contributed to lowering school-related pedestrian fatalities and reducing the number of traffic crashes involving school-age pedestrians and school bus riders.

In addition to the posters, electronic message signs will run during the first week of school in the city's five boroughs, Sept. 9 through Sept. 13, saying, "School's Open - Drive Carefully."

"It's a good reminder for drivers to be a bit more cautious as children are heading back to school," said MTA Bridges and Tunnels Vice President and Chief of Operations James Fortunato.