

CDOT's Red Thumb Campaign Reminds Motorists to Drive Distraction-Free -
June 3, 2014 - Southwestern Colorado/CDOT Region 5 - LOCAL PHOTO
OPPORTUNITIES FOR JUNE 4:

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ALAMOSA, DURANGO, CORTEZ - CDOT and contractor crews will have red thumbs on work sites at US 285 in Alamosa and US 160/US 550 in Durango. On SH 145, just north of the US 160 junction, crews will light up a variable message sign with RED THUMB REMINDER/DON'T TEXT N DRIVE.

STATEWIDE - In just five business days, three CDOT vehicles were hit by the traveling public. And since January 1, 22 Colorado State Patrol (CSP) vehicles have been hit. What's most alarming is that many of these crashes have been due to distracted drivers. Here are some more work zone facts: 85% of work zone fatalities are motorists and occupants. In Colorado each year, there are hundreds of work zone crashes, resulting in injuries and fatalities, many of which can be prevented. About 600 people die and more than 37,000 people are injured in work zone crashes nationwide. In a typical five-day work week, an average of seven motorists and one highway worker are killed nationwide.

CDOT would like to draw attention to the risks and the individuals who put their lives on the line each day to ensure our roadways are safe for all of us. Earlier this year CDOT promoted the Red Thumb Reminder campaign to put an end to distracted driving. This initiative was developed here in Colorado and is quite simple. By painting your thumbnail red, you have a visual reminder to put your phone down when driving.

On Wednesday, June 4, 2014, CDOT is asking all state employees, the media and the public stand united for each other's safety by joining this initiative and painting their thumbnail red, committing to drive distraction-free. CDOT will show the entire state this commitment by featuring pictures of individuals and preferably groups with their red thumb reminder. We're asking everyone to post these pictures on Facebook and Twitter with the hashtags #redthumbreminder #SaveCDOTcrews and #moveover

Show support by following these three easy steps:

1. Get a bottle of bright red nail polish, then paint your texting thumbnail
2. Take a selfie of you and your red thumb's better yet, take a group selfie with your coworkers and friends showing of all your red thumbs!
3. Post your photo on Facebook and Twitter with the hashtags
#redthumbreminder / #SaveCDOTcrews / #moveover