

FOR IMMEDIATE RELEASE
October 9, 2020

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Agency of Transportation announces next round of highway safety message contest

Barre, Vt. – The Vermont Agency of Transportation (AOT) invites Vermonters to write their own highway safety message to get drivers’ attention and help keep travelers safe. The winning message will appear on the light-up message boards on highways and interstates around the state later this fall.

The messages must focus on highway safety and be tasteful and inoffensive. Messages may have either one or two phases. Each phase may have a maximum of three lines and eight characters per line, including spaces and punctuation. The most effective messages are not phase-dependent and make sense in either order.

Limit of one entry per person. (One entry means one message.) AOT reserves the right to use any messages entered in the contest at any time on statewide variable message boards (VMB). AOT employees are not eligible to participate.

Those who wish to enter the contest should submit their message to VTHighwayMessages@vermont.gov by 4:30 p.m. on October 23. This is a seasonal contest, and the winner of the fall round will be announced in late October or early November.

The winner will receive a Vermont State Park season vehicle pass, good for unlimited day use at any park throughout 2021.

Example messages:

One phase:

ROAD
CLOSED
AHEAD

Two phases:

SURVIVE
THE
DRIVE

SLOW
DOWN