

FOR IMMEDIATE RELEASE - February 10, 2012

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U.S. Chamber-led ATM Coalition Launches Make Transportation Job #1 Ad Campaign

WASHINGTON, D.C.—With less than two months remaining on the most recent federal highway and public transportation program extension, the Americans for Transportation Mobility (ATM) Coalition is launching an advertising campaign this Sunday to tell Congress to “Make Transportation Job #1” and to pass a highway and transit bill this spring.

“Advancing this bill means advancing common-sense projects that facilitate the movement of goods and services around the country and to markets around the world,” said Janet Kavinsky, vice president of the ATM Coalition. “It means job creation in the near term and economic development in the long term.”

The ATM Coalition is launching a six figure ad campaign in Washington, D.C. and in key states and districts around the country starting this Sunday, February 12. The campaign will kick off with television ads running during the Sunday talk shows and will continue running for three weeks with cable, radio, and online components. Ads can be reviewed here:

<http://www.fasterbetersafer.org/home/ad-campaigns.html>.

Both the House and Senate are poised to advance bills next week, ahead of the expiration of the latest extension of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), on March 31, 2012. While there are significant differences between the packages, there is strong bipartisan momentum driving these efforts.

“Most people around the country agree – a surface transportation bill should be a critical component of any national jobs agenda,” said Kavinsky. “We applaud both houses of Congress for stepping up and advancing legislation and encourage them to get this bill to the president as soon as possible.”

The Americans for Transportation Mobility Coalition is a nationwide effort by business, labor, transportation organizations, and concerned citizens to advocate for improved and increased federal investment in the nation’s aging and overburdened transportation system.

For more information please visit us at: www.fasterbetersafer.org.