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Contact: Tyler Hernandez
202-463-5682

Americans for Transportation Mobility Launches Highway Trust Fund Campaign

Multi-Platform Ads Urge Congressional Action on a Long-Term Solution

WASHINGTON, D.C.—As lawmakers head back to their districts before the midterm elections, the U.S. Chamber of Commerce-led Americans for Transportation Mobility (ATM) coalition today launched a regionally focused, multi-platform ad campaign urging Congress to develop a long-term solution to the Highway Trust Fund (HTF). The print, digital, and high-impact ad buys will appear in 33 Congressional Districts across 10 media markets throughout the country.

“Congress passed legislation in late July that will keep the Highway Trust Fund solvent until May of next year, but America needs—and deserves—better,” ATM Vice President Janet Kavinoky said. “Without a bipartisan, sustainable, and long-term solution, we are jeopardizing the roads, bridges, and transit systems that have helped this country grow and prosper. And we are preventing future generations from enjoying the same advancement and mobility.”

Billboards in Atlanta, Dallas, Houston, and Kansas City, as well as placements in various regional publications and on national digital networks, will direct individuals to visit FasterBetterSafer.org to learn more about the country’s transportation and infrastructure needs and take action by submitting letters to Congress.

“This campaign is designed to illustrate the important role that America’s transportation and infrastructure systems play in our lives and in our businesses,” Kavinoky continued. “America needs faster commutes, better solutions, and safer travel. And to achieve those goals, we need Congress to finish the job and act sooner, rather than later, to ensure the solvency of the Highway Trust Fund for years to come.”

The campaign’s three ad concepts are available [here](#).

The Americans for Transportation Mobility Coalition is a collaborative effort by business, labor, transportation stakeholders and concerned citizens to advocate for improved and increased federal investment in the nation’s aging and overburdened transportation system. The coalition believes the deterioration of the nation’s transportation system undermines the economy, jeopardizes our safety, threatens our quality of life, and harms the environment.

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