



NORTH CAROLINA
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NORTH CAROLINA RAILROAD COMPANY
NEWS RELEASE

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Rail Safety and Awareness Campaign Launches in North Carolina

RALEIGH – Don't walk along railroad tracks. Put down that phone and stop texting at train crossings. Always expect a train. These are a few of the lessons the North Carolina Railroad Company (NCRR) hopes the public heeds as it rolls out a new public safety campaign in the state. NCRR and its partner North Carolina Operation Lifesaver are unveiling the program in advance of the holiday season with support from the NC Outdoor Advertising Association.

"Pedestrians, vehicles and trains can co-exist safely in our state," said Scott Saylor, NCRR President. "We launched this campaign because there are a few simple safety tips to remember that could save lives, prevent injury and reduce property damage. Whether at a crossing or near train tracks, citizens should *Always Expect a Train.*"

The billboard campaign will focus on the 317-mile rail NCRR corridor, which extends from Morehead City to Charlotte and passes through three large metro areas. Crossing safety remains a concern for North Carolina, ranked 9th in the nation for fatalities involving trains and vehicles or pedestrians.

"Whether on foot or in a car, people need to show respect for trains," said Vivian Speight-Bridges, North Carolina Coordinator for Operation Lifesaver. "Look, listen and live – be aware of your surroundings when near railroad tracks and don't get distracted. We are pleased to be a partner on this safety effort and are hopeful that lives can be saved through education."

Vehicle and pedestrian accidents are unnecessary and, through education, could be greatly reduced. In North Carolina in 2009, there were 55 accidents between trains and vehicles and 29 incidents involving "trespassing" – pedestrians on railroad tracks, all of which are private property. In all there were 23 fatalities and 45 injuries in 2009.

"We are proud to support this safety campaign and we urge citizens to be alert and cautious when near train tracks," said Tony Adams, executive director of the N.C. Outdoor Advertising Association. "Our association is committed to motorists and wants them all to get home safely." The project follows other public service campaigns supported by the association and its members, including the N.C. State Zoo, the N.C. Aquariums, NC Healthy Start Foundation and North Carolina Department of Commerce/Division of Tourism, Film and Sports Development.

“Our hope is for happy and safe holidays this year – without train incidents,” said Saylor. “Use common sense, respect the railroad and be alert. Most importantly, always expect a train.”

The North Carolina Railroad Company owns and manages the 317-mile rail corridor extending from Morehead City to Charlotte. The railroad carries 70 freight trains and ten passenger trains daily. NCRR is the state’s oldest corporation and remains at the forefront of rail improvements and partnership development to promote jobs and rail-served industry across the state. It touches nearly a quarter of the state’s economy. For more information about railroad safety, visit www.alwaysexpectatrain.org.

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