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MDX LAUNCHES “MAKE THE PLEDGE” SAFETY CAMPAIGN

MIAMI, Fla., June 29, 2009 – The [Miami-Dade Expressway Authority \(MDX\)](#) launched the second phase of its Holiday Safety Campaign by asking drivers to “[Make The Pledge](#)” to drive safer this July 4th weekend. Drivers can log on to www.mdxsafety.com and pledge to be the safest driver on the road, stay alert and avoid distractions.

If you use your mirror to check your lipstick, use your cell phone to text your friends or daydream about being a rock star while driving, you are a distracted driver. Distracted drivers play a part in one out of every four crashes – that’s 1.5 million collisions a year and more than 4,300 crashes each day.

[MDX's](#) year-long [safety campaign](#), launched earlier this year during Memorial weekend, will include radio commercials, printed ads and a new site (www.mdxsafety.com) encouraging drivers to stay alert and keep the roads of South Florida safe. MDX’s commitment to safety is top priority in moving the community forward.



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About MDX

MDX is a state sanctioned, locally administered, public agency created in 1994 by the State of Florida and the Board of County Commissioners of Miami-Dade County. MDX is governed by its Board, comprised of 13 volunteer members appointed by the Board of County Commissioners and the Governor of the State of Florida. MDX oversees, operates and maintains five expressways: State Road 836 (Dolphin Expressway), State Road 112 (Airport Expressway), State Road 874 (Don Shula Expressway), State Road 878 (Snapper Creek Expressway) and State Road 924 (Gratigny Parkway). MDX is funded almost entirely by toll revenues and is dedicated to the enhancement of mobility in Miami-Dade County. For more information on MDX visit the website at www.mdxway.com.