

Recognize, React, and Recover . . . Using Rumble Strips to Prevent Run-off-Road Crashes

**News Conference Agenda
Campaign Launch
Wednesday, August 26, 2009 at 10:30 a.m.
Columbia, South Carolina**

Welcome and Opening Remarks	Greg C. Cohen, Executive Director Roadway Safety Foundation (RSF) Moderator
Federal Highway Administration Perspective	Bob Lee, Administrator SC Division Office Federal Highway Administration
SCDOT's Involvement	H. B. "Buck" Limehouse, Jr. Secretary of Transportation SCDOT
Remarks by Run-off-Road Crash Victim	Cindy Sease Mother of Kelsey Mead Schumpert, Who Was Killed in ROR Crash
Debut of Campaign Television Ad	Greg Cohen
Preview of Educational DVD	Greg Cohen
Closing Remarks	Greg Cohen

All speakers will be available for individual interviews and questions after the conclusion of the news conference. This includes:

- *Presley, Peggy and Bruce Melton (Presley was critically injured in a ROR crash.)*
- *Mike and Cindy Sease (Family of Kelsey Schumpert who was fatally injured in a ROR crash)*
- *Alan Moffett, ROR crash victim*
- *National Driving Expert Bill Wade who will be available for ROR recovery demonstrations.*
- *SCDOT Traffic Engineering representatives who will be available for technical questions regarding rumble strips.*

All participants are cordially invited to join the Roadway Safety Foundation for lunch at 11:45 a.m. at Seawell's, located at 1125 Rosewood Drive, across from the South Carolina State Fair Grounds.