



Media Release

FOR IMMEDIATE RELEASE

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Suggested tweet: Helping keep NV freeways clear. @nevadadot announces State Farm sponsorship of Freeway Service Patrol: <http://bit.ly/1j6nqPc> #SafeState

State Farm® Sponsorship Will Help Fund Freeway Service Patrol

CARSON CITY, Nev. – A new State Farm sponsorship of the Nevada Department of Transportation’s Freeway Service Patrol (FSP) will help fund the safety response vehicles in Las Vegas and Reno.

NDOT has announced that State Farm will sponsor the Freeway Service Patrol through 2017. The sponsorship will allow NDOT to allot funding previously devoted to the Freeway Service Patrol toward other vital transportation programs. As part of the sponsorship, Freeway Service Patrol vehicles will be updated with enhanced, highly-reflective safety markings to make the vehicles more visible. The State Farm logo will also be added to Freeway Service Patrol trucks and patrol operator uniforms in recognition of financial support from State Farm for the program.

“The FSP program underscores the State Farm commitment to auto safety and embodies our ‘good neighbor’ philosophy,” said Ed Gold, State Farm marketing director. “We are proud to sponsor this important program. It helps people recover from the unexpected, which is the heart of the State Farm mission.”

For more than 15 years, NDOT has provided the Freeway Service Patrol in Las Vegas and Reno to enhance freeway safety and help quickly clear incident scenes, with an average clearance time as short as ten minutes. Freeway Service Patrol vans patrol fixed freeway routes during peak travel hours to provide traffic control and safety at incident scenes, from crash-related lane closures to assisting removal of roadside debris or stalled vehicles. The Patrol also helps keep the freeway clear by assisting motorists to remove stalled vehicles, as well as providing basic first aid, extinguishing minor vehicle fires and more. Each Freeway Service Patrol operator is a certified automotive technician and receives emergency vehicle operator, fire protection, CPR, hazardous materials, traffic flagging, and First Aid certifications. The service is provided through contractor United Towing, a professional road services provider.

“National statistics show that for every minute a freeway lane is blocked, the resulting traffic congestion takes four minutes to clear, and the chance of secondary crashes rises,” NDOT Director Rudy Malfabon explained. “In just one recent year period, the Freeway Service Patrol helped quickly and safely clear nearly 30,000 roadside incidents, and we’re proud to continue to provide those same important services with this sponsorship.”

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Freeway Service Patrol Sponsorship – ADD 1

While the patrol is not available by phone, Freeway Service Patrol schedules and information are available by visiting nevadadot.com and selecting “Traveler Information.” Motorists can share their experience with the Freeway Service Patrol by visiting safeinyourstate.com or using #SafeState on social media.

About State Farm®:

State Farm and its affiliates are the largest provider of car insurance in the U.S. In addition to providing auto insurance quotes, their 18,000 agents and more than 65,000 employees serve over 82 million policies and accounts- nearly 80 million auto, home, life, health and commercial policies, and nearly 2 million bank accounts. Commercial auto insurance, along with coverage for renters, business owners, boats and motorcycles is available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 41 on the 2014 Fortune 500 list of largest companies. For more information, please visit www.statefarm.com.

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